



Plain Talker

OCTOBER, 1960

GULF STATES UTILITIES COMPANY

In This Issue:

- Blue Cross Is "Protective Benefits"
- Duck Caller Extraordinary
- Mrs. Voyles' Medallion Home

HERSCHEL
CAMPBELL



October, 1960

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Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

Plain Talks

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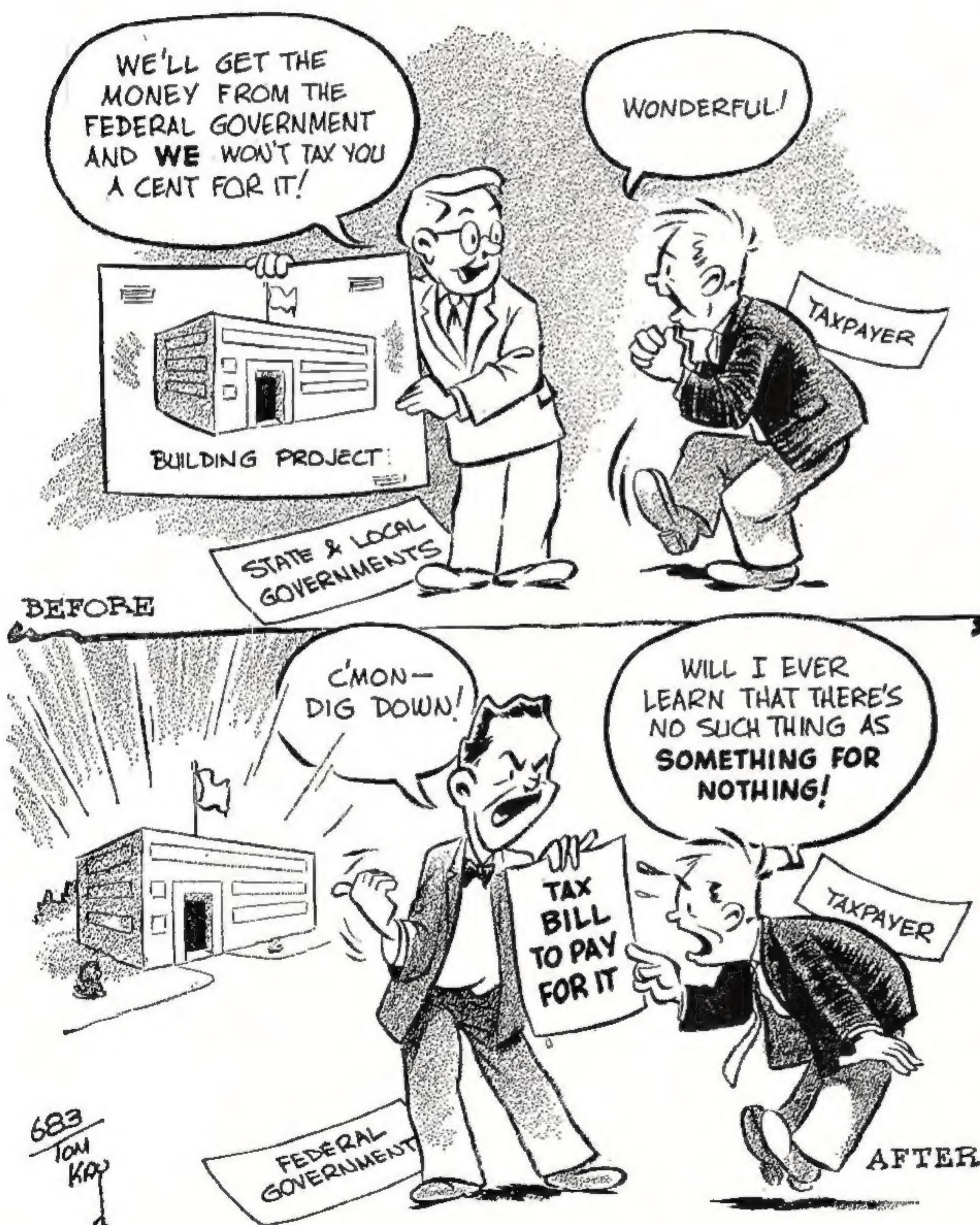
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OUR COVER



THE grueling trip to the blind is over. The decoys are all set. Guns have been carefully checked and shells are handy. This is it! Ducks and geese, beware. But first, let's have the one thing that sharpens a hunter's eye, warms a hunter's hands, gladdens a hunter's heart - a hot cup of coffee. What's that? Sounds like wings! Something's coming in . . . oh no! Not right at this moment! Beaumont Advertising Department artist Herschel Campbell, a guy who's had it happen, captures that dramatic moment that gets more dramatic as the years go by, especially if the boys are ignored by their feathered friends the remainder of the day. Oh well, who wanted ringnecked geese for Thanksgiving dinner anyway?

For Your Information...



The Taxpayer - Only Source of Government Money

Something for Nothing? — 'taint so!

MOST OF US, at one time or another, fall for the old "new lamps for old" pitch. Why not? "Something for nothing" has such a nice, round economical appeal to us struggling mortals.

The American Way, an editorial by M. V. Eggleston, has this to say about the fable.

"In a recent issue of the "National News," published monthly for and by the employees of The National Screw & Manufacturing Co., Cleveland, Ohio, we found this comment:

"A big government appetite doesn't necessarily grow muscle. Government growth means the increase of federal spending programs of all kinds—making more layers of bureaus and agencies, more persons dependent upon the government, and diverting more of the citizen's money from his own affairs into the government."

"Be-Nice-to- PLAIN-TALKS Month"?

WHEN it rains, it pours. The Plain Talks' staff is red-faced, but happy, about a fistful of flattery received recently. First there were the several requests for permission to reprint our July editorial about the U.S.-U.S.S.R. kilowatt race. Then along came some kind words from the Trevor Boyce Associates, whose Dayton operation we described in July. To cap our "be nice to Plain Talks" month, the following very much appreciated letter arrived the other day from Lake Charles.

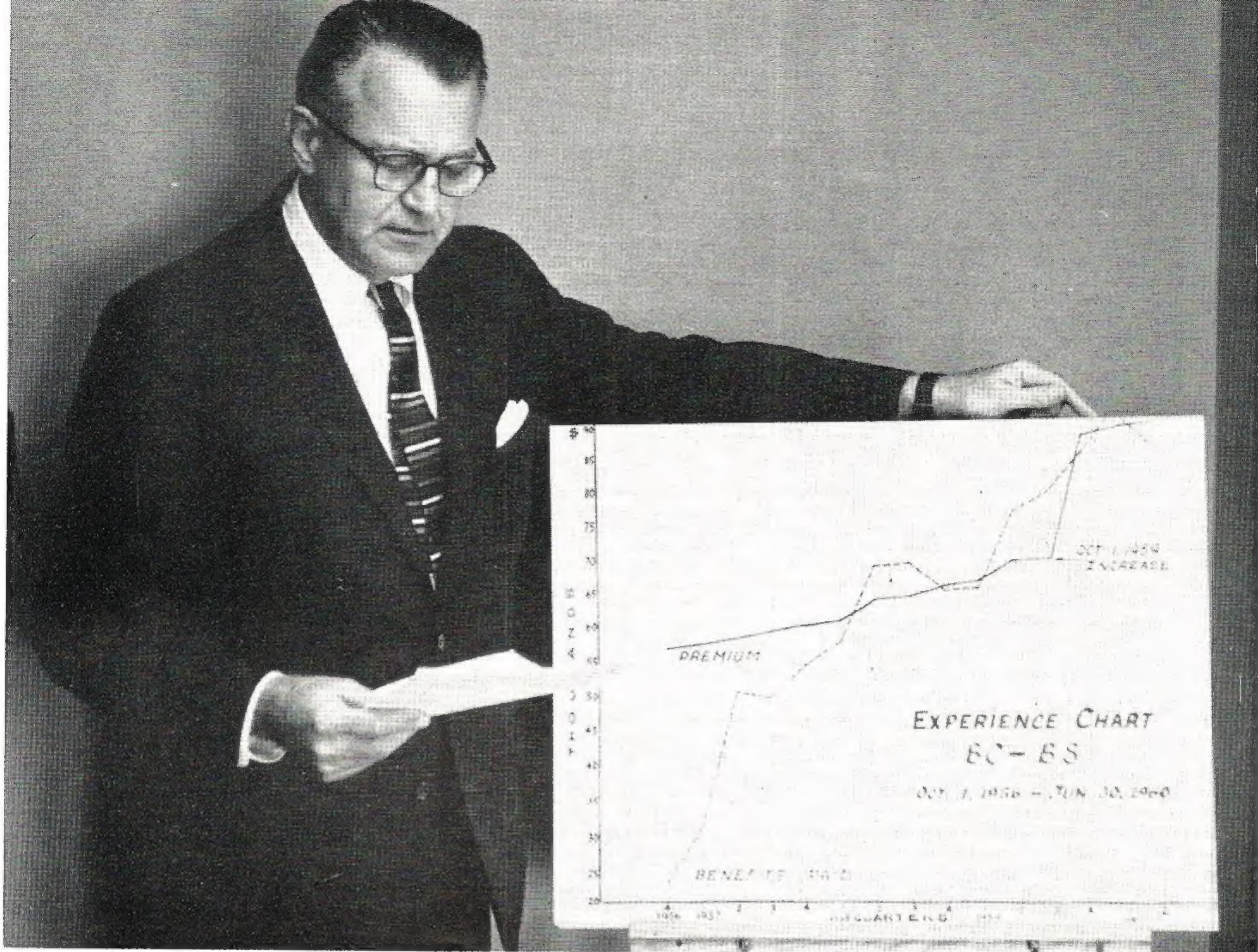
Dear Mr. Turner,

The Executive Council of the Lake Charles Teacher's Association has asked me to express to you our appreciation of your salute to teachers in the September issue of "Plain Talks."

We are proud to be teachers, and we realize it is through such articles that the prestige of our profession is raised.

Thank you very much for your kindness.

(Mrs.) Elizabeth Talbott
Corresponding Secretary



E. A. Werner, vice president and personnel manager, uses chart to illustrate rising hospitalization costs.

Group Hospitalization Benefit

Company, Employees, Share Cost of Protecting G S U Families

ONE reason why most Gulf Staters sleep better at night is because they participate in the employee benefit known as Group Hospitalization Insurance.

The Blue Cross-Blue Shield insurance program was originally joined by our Company's employees in October, 1956. Since that time, thousands of employees have received benefits not only in cash but in the assurance that a medical bill for serious illness or injury would not necessarily place too great a strain on their budgets.

The Major Medical Expense Plan (which helps cover bills that are higher than those covered by Blue Cross-Blue Shield) was instituted May 1, 1959. Since that time, payments through June, 1960 on this benefit plan have

amounted to \$57,085. The largest amount paid to date to any one employee on one illness is \$6,035.

Because of rising claims on the Blue Cross program, it was necessary to increase premiums paid by the Company and the employee-participant, by 25 per cent one year ago this month. It was hoped that this increase would enable Blue Cross to continue paying the increasing number of claims and maintain a reasonable percentage for operating expenses. This was not the case.

A letter from President Nelson, dated September 13, 1960, informed employees that it would be necessary to increase Blue Cross-Blue Shield Group Hospitalization premium payments by 13.5 per cent and to initiate a \$25 de-

ductible clause on in-patient hospital admissions. The increased rates and deductible recommended by B.C.-B.S., become effective October 1, after a thorough study of their experience figures.

According to E. A. Werner, vice president in charge of personnel, the increase in rates, and the deductible were made necessary by constantly increasing costs of hospital charges **other** than rooms and because of the great number of possibly unnecessary confinements.

"Our latest figures indicate that benefits have been out-racing the amount of premiums that have been paid in," Mr. Werner said. "Since the rate increase in October, 1959, to June 30 of this year, the combined payments by employees and the Company have

amounted to \$265,638.

"Benefits paid back to employees have been \$259,405, 98 per cent of the total amount of premiums. That leaves only 2 per cent (\$6,232) for the costs that are incurred by Blue Cross to handle claims, administer the program, pay taxes and set up a reserve fund for delayed claims.

Deductible Explained

"We couldn't expect the Group Hospital Insurance to continue operating at that rate. We would expect that approximately 10 per cent be retained on hospitalization insurance because it requires so much administration."

The \$25 deductible clause is not unusual for group-hospital policies of this type. Many groups in our service area have already added such a feature to their medical plans.

"The purpose of the \$25 deductible is to minimize the number of unnecessary one-day hospital stays," Mr. Werner said. "From October, 1959, to June 30 of this year, our employees or their families initiated 187 one-day stays in the hospital, which resulted in benefits amounting to \$52.63 per patient-day. That number of one-day hospital stays is far more than the average for other plans in our area, and represented 15.9 per cent of all claims made during that time.

Allowance For Increasing Costs

"In this present rate increase we have tried to make allowance for increasing costs of medical care (which normally is about 10 per cent per year), and we hope it will not be necessary to increase rates again for at least two years. Beyond that we can't be sure. But there is a way that all Gulf Staters—you and I—can help hold down the costs of our hospitalization plans. We must be sure that we are not abusing our hospital insurance. The rising costs of hospital insurance should by now have made it clear that we cannot get something for nothing. When we buy hospital insurance, we are guaranteeing the covering company that they will receive in return for their coverage, at least as much money as it takes to pay all benefits and the costs of administering the program. So the money that comes to you for hospital benefits actually comes out of your own pockets. Remember that, and use the Blue Cross program wisely, as prudently as you budget your monthly income.

"If all Gulf Staters follow that principle in applying their hospital insurance, then perhaps we can hold back the tide of rising hospital costs—and of corresponding increases in rates."

Hints on Health Insurance Savings

from

The American Medical Association

THE secret of getting the most value for each health insurance dollar you invest calls for USING not ABUSING your policy. To do this you need to know what insurance is, what it can and cannot do, and how to use it properly.

Insurance Doesn't Create New Money

Insurance is merely a way of pooling money to protect people against some of the economic consequences of sickness or injury. No new money is created. When you do collect insurance benefits, it is mainly your money that is being paid back to you. When one policy holder makes unnecessary drains upon a company, he is actually dipping into your "investment."

Insurance Pays Big Bills, Not Small Ones

You don't expect your car insurance to buy your gas, tires and spark-plugs. You do expect it to cover costs of repairing damages resulting from an auto accident if the cost exceeds the deductible. The same thing is true of your Blue Cross-Blue Shield coverage. Experience has shown that what people want and need most is "last dollar" coverage-protection against big hospital and medical bills. Generally, most people can pay minor costs either out of pocket or can arrange for time payments.

This makes sense since it costs an insurance company more proportionately to process small

claims than it does larger, and that extra cost has to be made up by you.

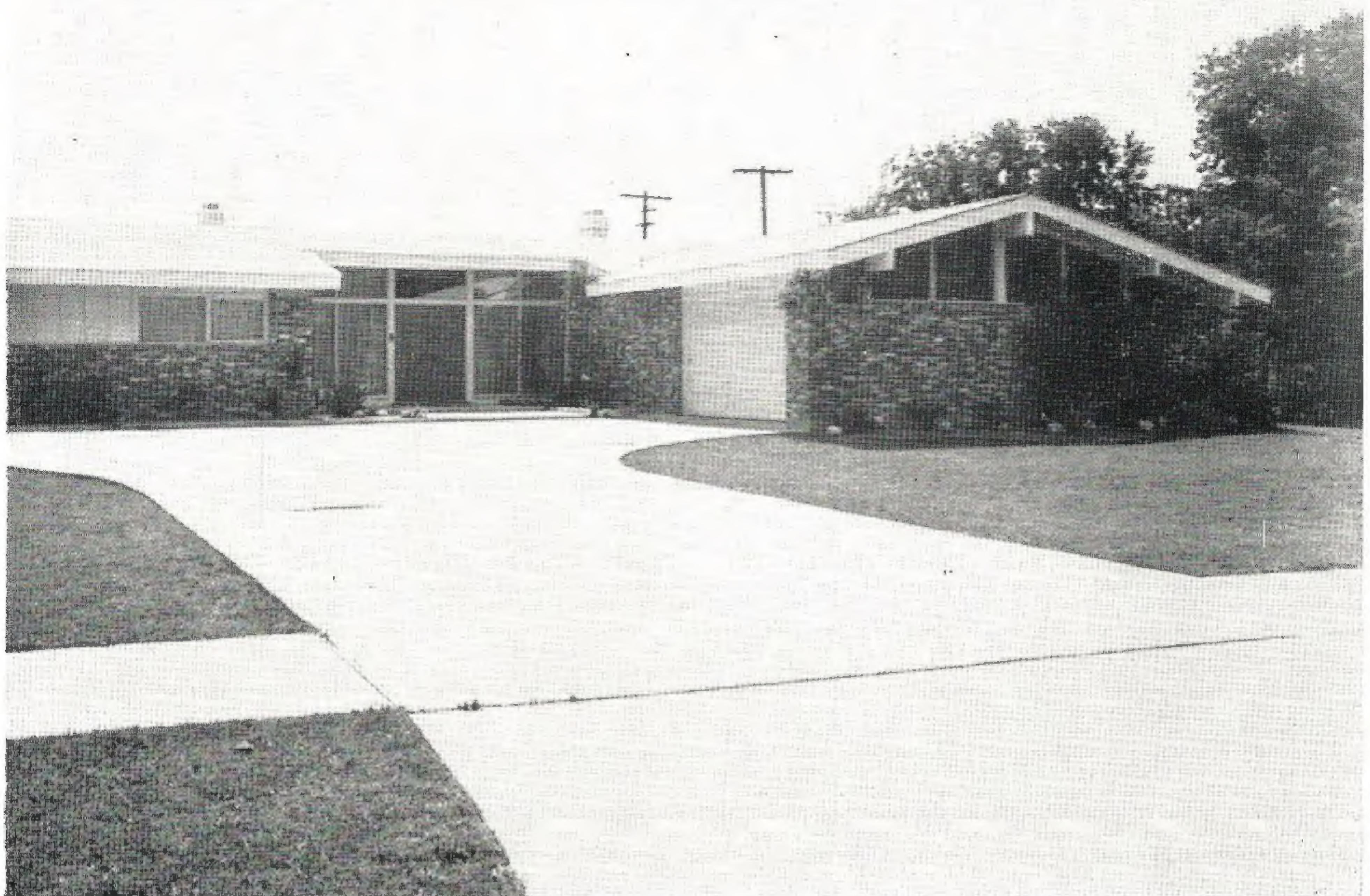
Do You Need Hospitalizing?

Sometimes your physician may not recommend that you enter the hospital for some procedures, even though your insurance stipulates that payment will be made only when you are hospitalized.

Strange as this may seem, your doctor may be trying to keep your total costs down (Remember that it is your money that pays for hospitalization). There are many professional procedures which can be done with equal safety and efficiency in your doctor's office at a much lower cost than in a hospital.

So it would be prudent not to pressure your physician into hospitalizing you unnecessarily when he thinks he can care for you properly in his office. When certain medical services can be more economically provided on an out-of-the-hospital basis, the result can be a lowering of over-all medical costs.

Furthermore, you should always inquire of your physician whether or not it is necessary for you or a member of your family to be hospitalized. And, if so, ask for an estimate of what the costs will be. Why not? When your car needs repairs, you ask for an estimate from the mechanic, don't you? You should also try to hold the line on your medical costs. It makes common sense.



ANOTHER MEDALLION HOME. Mr. and Mrs. Voyles' Gold Medallion Home in Port Arthur has three bedrooms, two-and-a-half baths, living room, dining room, and kitchen-den combination. Front doors open into breezy foyer and step-down living room, with scenic view

through back sliding doors onto ship channel. Although ships passing on the channel cause underground tremors, the house is stable because it was built on 48 sturdy under-beams, another example of its well-planned construction. Home is on Lakeshore Drive.

They Call it "Mamie's Medallion" . . .

Port Arthur's Happiness House

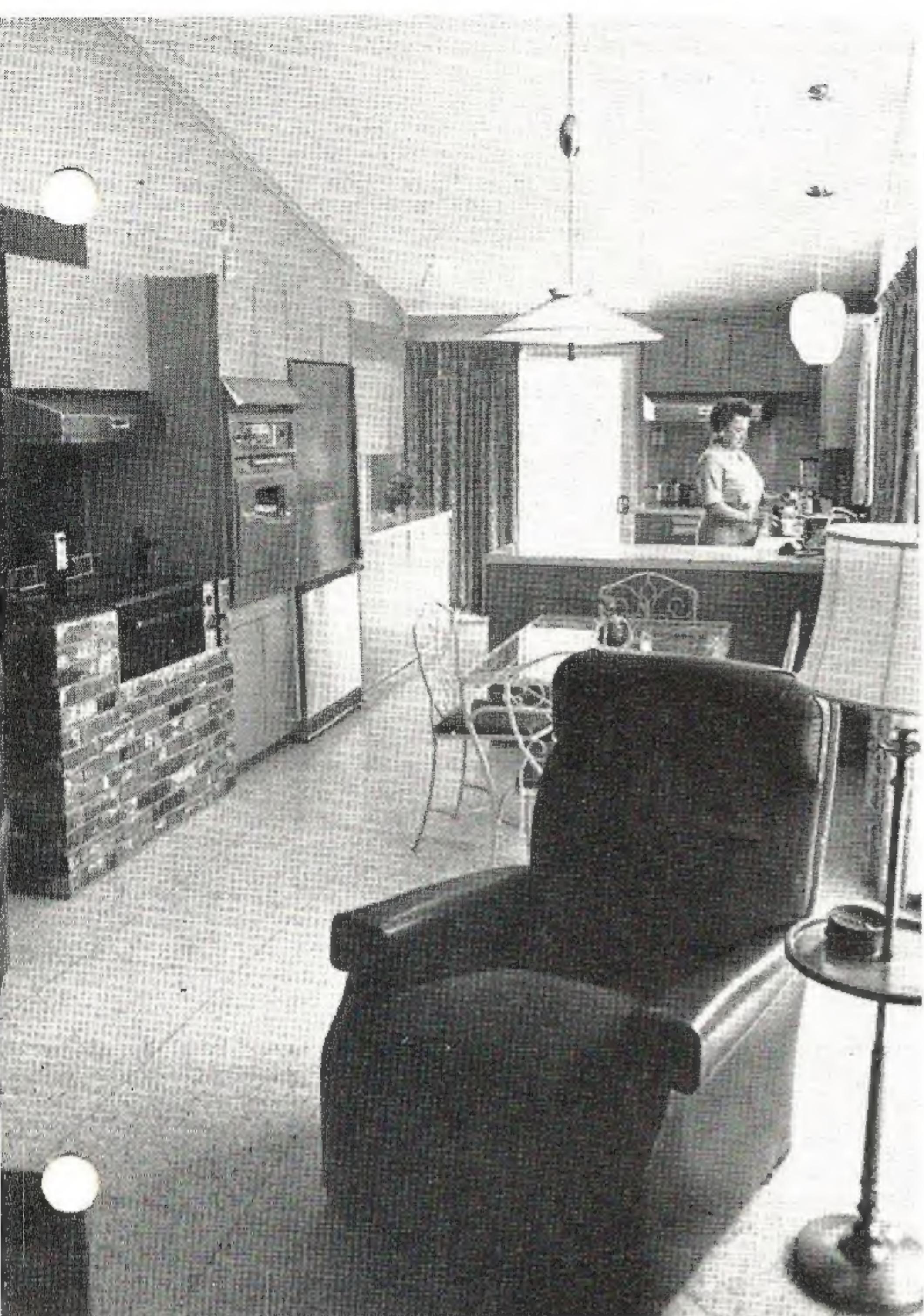
IF Mamie Voyles were having tea with another famous Mamie, one of the items of conversation very well might be, "But, Mrs. Eisenhower, isn't your Gettysburg farm a Gold Medallion?"

For Mrs. Voyles (home service advisor in Port Arthur) and her husband Jack, have built a new Gold Medallion Home that is a miracle of modern and gracious living on a scenic site on the edge of the ship channel. Not only does the house reflect its owners' good taste, but it also reflects their wish for economy. Its cost of operation is far less than you might assume—a normal month's electric bill is \$37, little enough when you realize that the home is totally electric.

"Working Kitchen"

The center of the home is, of course, the all-electric kitchen-and-den combination room, which is decorated in a soft rusk color. In her daily work at our Company, Mrs. Voyles has helped Port Arthur housewives design their kitchens according to a "working kitchen" concept, and she has carried out this theory in her own kitchen. She designed the layout and style of her kitchen "not to please someone else, but to fit the way *I* work in a kitchen."

Partly because of the V-shaped ceiling, which eliminates the "closed in" feeling, and mainly because of the careful layout of cabinets and appli-



THE ALL-ELECTRIC KITCHEN. The handsome built-in oven, refrigerator and table top range are of matching hues of russet. At left is a charcoal grill made of old fashioned brick over which hangs a stainless steel spit for barbecuing and charcoaling. The Nutone hood over rotisserie is vented through roof to keep charcoal fumes out. Pull-down lighting fixtures illuminate the room. Serving bar has cabinets that open on both sides for ease in obtaining dishes.

ances, a visitor senses that here, finally, is a kitchen big enough to swing a pan in.

Did Wiring Layout

Not only did Mrs. Voyles design the kitchen but also, in collaboration with the architect, helped design the rest of the house and prepared the wiring layout (Husband Jack, who's city attorney, jests: "Mamie, if I touch a switch and the streetlight goes on, *you're* the one I'll blame."). But the streetlights remain unviolated, and much of the credit for the well-planned electrical layout of cornice and valance lighting and location of appliances goes to Mrs. Voyles.

Her careful planning is reflected in the choice of touch light switches which serve both a utilitarian and decorative purpose, and in the use of touch cabinets which open and close easily.

The Voyles' have also solved the problem of how to use glass in a home for esthetic beauty and still have practical insulation for year-round air conditioning. They ordered thermopane glass for the windows and sliding glass doors. By doing so they decreased the requirements for their heat pump from an estimated 10-tons of air conditioning to 5.8 tons.

Glass Pays For Itself

In this way, the extra cost of the thermopane glass was offset by the savings in purchasing the unit as well as in cost of operation. The non-conducting glass has the added virtue of not fogging in the winter. Windows and doors are protected from the direct sunlight by over-hanging eaves. Actually there are only four windows in the entire house; use of the glass was primarily in glass sliding doors and glass panels. All together, they built over 1,000 square feet of thermopane glass into the house.

A neat electrical touch of convenience built into their modern home is the electrically operated garage doors. The doors open themselves and a light is turned on when the owner's specially equipped car breaks the electronic beam.

And after they park the car and go inside the house, the Reddy servant obligingly turns off the light and lowers and locks the doors again!

Mrs. Voyles says: "Friends have asked us why we built such a spacious well-equipped house, just for the two of us. Our answer is that we've always wanted such a home. Now, we've got it . . . and we love to live in it."

WASHER-DRYER. Behind paneled doors in the den is the washer-dryer combination, compactly stored and easily accessible on wash days.





Mr. James Fernandez talking to feathered fowl-weather friend.

Watch out, Ducks, on November 10 . . .

JIM FERNANDEZ IS COMING . . . TOUGH LUCK!

"I guess I was just born to duck hunt, and to talk to ducks," guesses Jim Fernandez, with a grin. "Back in grade school, if the wind was right and the ducks were flying, you can bet this boy was duck-calling out in the bayou instead of in class. It's not that I liked school any less, but that I loved duck-calling more."

But now that he's a residential sales representative with our Company in Port Arthur, Jim doesn't play "hooky" any more to go calling. But he does go hunting every chance he gets, and takes his cronies with him so they can watch him in action.

In fact, duck hunting and calling is Jim's biggest hobby, and one that he's managed to make some money from. His special double-reed patented duck calls are selling to hunters in several sporting-goods stores, and he is currently issuing a record on how

to sound duck calls correctly—the Jim Fernandez way.

Of course his duck calls sell better since he won both the Gulf Coast and World Duck Calling championships last year—and hopes to repeat his triumph again this fall.

Two Ways of Calling

"There are two different ways to call ducks," Jim says, toying with the original model of his Yentzen Special. "The kind that brings ducks in, and the kind that wins calling contests. I've always known the first kind, but the second takes a lot of work to master. Because what appeals to ducks doesn't always appeal to the human judges.

"I want to win the world championship two years running; that would tie the record set by the late great Herb Parsons. He's my ideal, the man that I'd most like to emulate."

Met Mr. Yentzen

Jim had always been known by his friends as a darn good duck caller. It was because of his affinity for ducks that he met Mr. Yentzen, another well-known area duck caller who made a special duck call. Jim worked with Mr. Yentzen, helped develop a duck call and, when Mr. Yentzen died, was given exclusive rights to the call, which he has now improved so that it gives good results for professionals and amateurs alike.

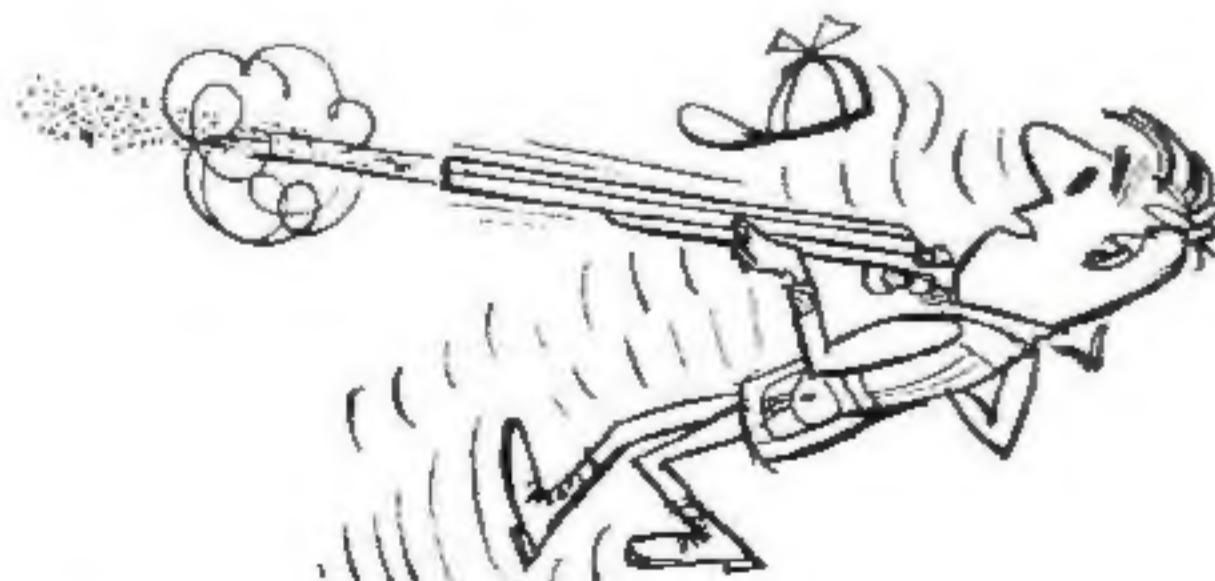
"With this duck call I can guide ducks anywhere I want them. Some duck callers try to command ducks; I coax and wheedle them until they come quacking in just aching to be friendly . . . and when and if you go duck hunting with me, I'll guarantee you your limit."

Hunting Safely and Sanely

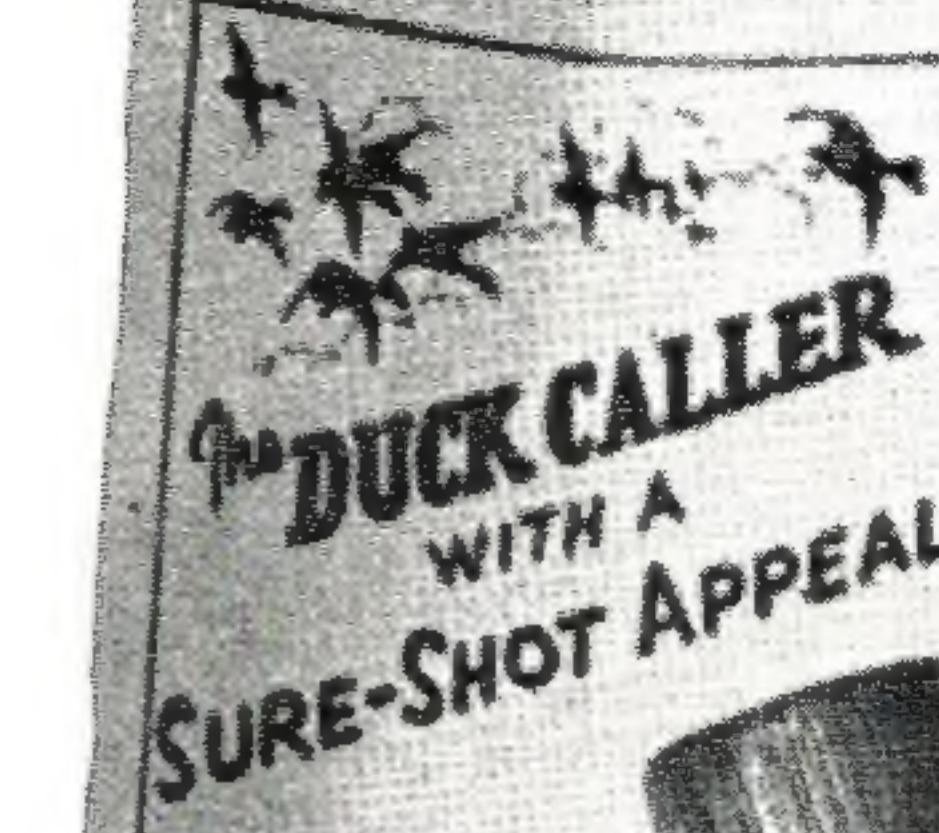
Jim Fernandez wasn't being unnecessarily proud; he was just telling the truth.

"As far as safety goes, I'm glad that recent years have been some improvements made by hunter's clubs in our area. One of the best rules that I have heard of, and one which I insist be enforced on all hunts, is that no hunter will shoot a hen unless by accident, or if necessary to make his limit. Unwarranted slaughtering of hens is like killing the goose that laid the golden eggs."

And the sure mark of a skilled sportsman like Jim Fernandez is that he knows the rules of hunting and believes in them.



October, 1960



The enticing tone—the come-hither appeal from patented features reduce sticking, and buckling. Easy to adjust to blow. Easy, now, more shots.

Selected walnut bar, rel., completely enclosing plastic sound-box and fittings. Send check or money order. We'll send out your caller right away.

post

Yentzen patented
DUCK CALLER
James Fernandez
Box 816 Groves, Texas

Take a deep breath and blow quickly, expelling the air from your chest. Don't try to blow with your mouth or cheeks. The air should come from deep down in your lungs. This will produce a true tone from this caller. Repeat this several times until you have learned a good quack. Concentrate on your blowing so that you seem to be making this call with a push system.

When you are producing a good quack in a series of seven, make the first or three quacks higher than the latter. First what you are looking for, then practice. Listen to live ducks experienced caller and the bright, crisp sound of Mallards will be on your answering your

trouble having trouble a recording you. It will different type and the right time. Just send \$2.00 to Box 816, Groves, Texas.

Not a sporting goods stores handling the Yentzen **patented** Duck Caller, so if he can't supply you with one, send check, money order to us and we'll send your caller right away.

...as nationally
advertized in
Outdoor Life

THE MAGIC CALL. Developed by Jim after ideas formed by he and Mr. Yentzen, the patented duck call sells in Port Arthur sports stores.

PROOF OF THE CALL IS IN THE KILL. So Jim offers photographic proof of the ducks he and two friends killed on a sample hunt last season, using only his duck call to bring the game in.





ORANGE. Orange employees completed their drive in one day, with a total of 88 per cent of employees donating a Fair Share. T. O. Charlton, Orange district superintendent, said:

"We feel that the success of this drive was due largely to the visits made by our committee to all the agencies of the 1961 United Fund, and their relating their experiences to the group." Pictured above is the committee, from left, Frank

Osborn, Service Department, Eugene Koci, Accounting, O. F. Peveto, Line, Reba Willey, Sales, Lewis Roberts, Line, Davie Carpenter, Chairman, and Ruby Cooper, Accounting.

All over the system . . .

WE GIVE TIME AND MONEY TO HELP FUND-RAISING DRIVES

GULF STATTERS in the towns and cities we serve can be proud of the way that United fund-raising drives are making their quotas—proud, because in many cases, it is not only the money but the time given willingly by US that has helped these drives.

For instance, in cities where fund-raising drives have already started, most of our employees donated even before the campaign was officially kicked-off. In Beaumont, main office and Neches Station employees received banners for giving their "Fair Share," and 88 per cent of Orange employees gave their "Fair Share," too, in a record-setting one-day drive!

In Lake Charles, the Sales and Accounting Departments reported 100 per cent of employees donated. Roy S. Nelson Station employees gave 100 per cent, and 80 per cent of the employees

in the Beaumont Engineering Department contributed.

In Port Arthur, both the Sales and Accounting Departments rang up a 100 per cent giver's total.

To give credit where it is due, Plain Talks should recognize these volunteer workers who helped pass out cards, organize meetings and tours, gave talks, and who counted the cards.

In Beaumont, Emery Pintsch, Statistical Department, was company chairman and co-ordinator. Don Clawson, Engineering, was main building chairman; Doug Watkins, Production, was chairman at Neches Station; and Floyd Smith, operating superintendent, who was chairman at the Service Center, was aided by W. H. "Hilly" Caswell, in T & D Division Engineering.

In Port Arthur, R. W. "Red" Dunham, Accounting, was company chairman. Mrs. Theresa McFarland,

accounting clerk, was office captain; Jack Saxon, residential sales, was Sales Department captain; and Don Boring, Engineering, was in charge of T & D donations.

In Lake Charles, Philip Allen, Credit and Collections, was company captain. John F. Brumfield, Sales, was captain in charge of Accounting and Sales Departments; Roy Franques, was in charge of Engineering and T&D, aided there in the latter by Ed Ward; C. H. Watler, Production, was captain at Roy S. Nelson Station; and William Prejean, Production, was captain at Riverside.

In Sulphur, Philip LeDoux, Sales, headed up collections.

All in all, the campaigns have been running very well. Next month, Plain Talks will run reports on the campaigns in Navasota and Baton Rouge Divisions.



TOP. Beaumont Main Building employees gathered in front to receive their banner for Fair Share giving from President Nelson.



MIDDLE. Beaumont Neches Station employees got their banner and ran it up the flagpole outside the station.

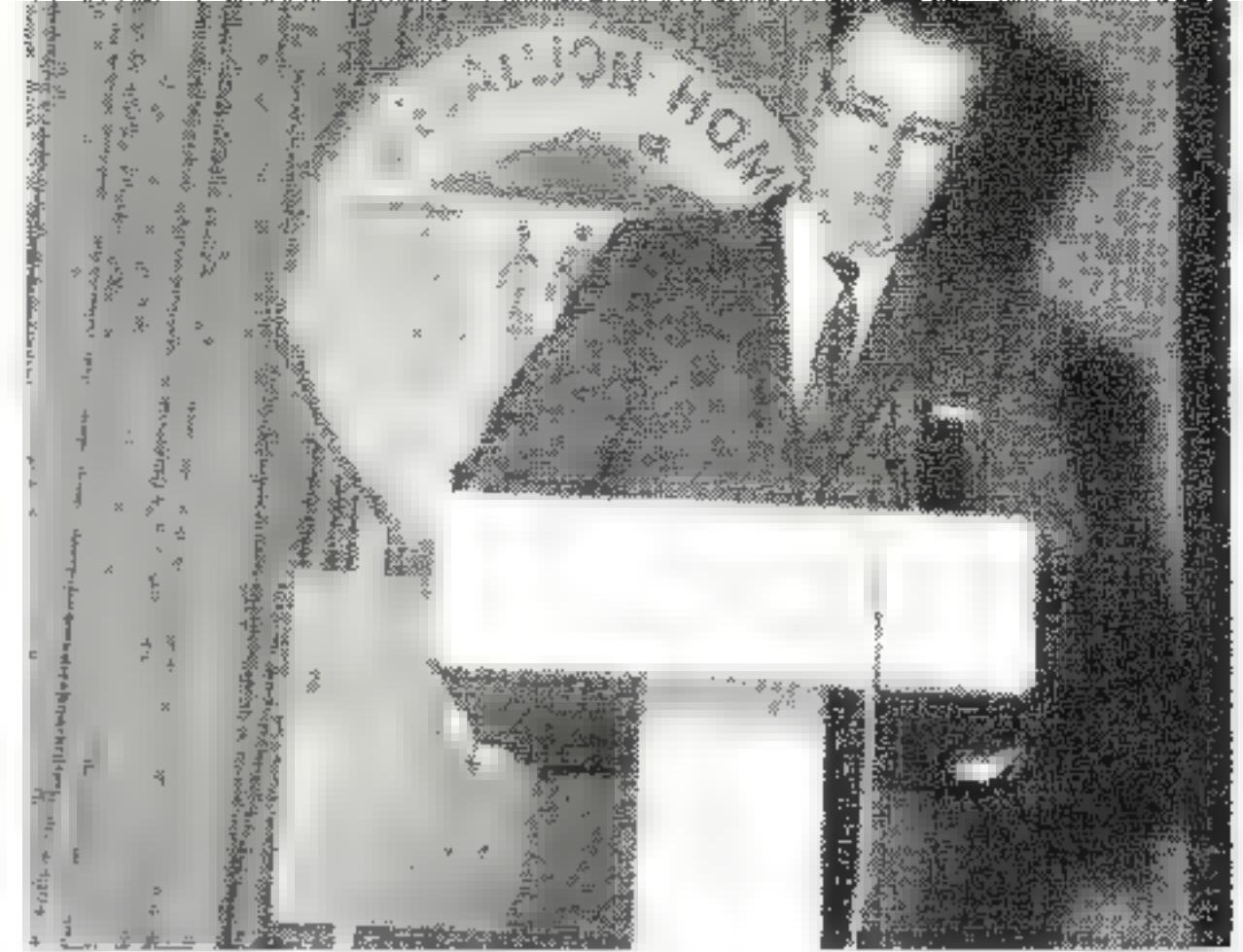




Mr. Gayle



Mr. Atkins



Mr. Smith

In October Department Heads Meetings . . .

“Sales” and

“OUTAGES, Their Causes and Cures,” and how “Electric Heat Has Come Of Age,” were top subjects at department heads meetings for some 250 key personnel in Beaumont on September 26, in Lake Charles, September 28, and in Baton Rouge on September 29.

J. W. Atkins, operating supervisor, Beaumont Division, told how our Company tries to stop outages before they happen by researching their causes, and Floyd Smith, Beaumont Division operating superintendent, demonstrated how teamwork can quickly restore service when outages do occur.

In another part of the program, the increase of customer demand for electrical heating was explained by Vic Gayle, system sales promotion director, Beaumont.

Electric Heating

According to Mr. Gayle, “We can truthfully say electric space heating has just begun to flex its sturdy muscles after a long and retarded childhood during which electric heat was largely confined to such uses as cooking, water heating, flat irons, and coffee makers.”

This growth has come about because of the change in attitude by the electric utilities toward electric heating. All electric utilities experience a decrease of demand for electricity in the winter months. Looking for something to offset the high summer peak and take up the winter “slack” in generation, they discovered that electric heating could provide the answer.

Resistance type electric heating is beneficial to our customers, too, because it is thoroughly clean, easy to operate, instant and convenient, relatively trouble-free, dependable, safe, comfortable, efficient, can be extended to heat remote areas and offers a variety of installations.

Other forms of electric heating are the electric furnace and the heat pump,

“Service” Keynote

which give many of the same benefits and advantages of resistance heating, Mr. Gayle said. He also discussed the use of electric heat for commercial use and explained our Company's promotional program for developing electric heating.

Outages—Causes, Cures Discussed

“The causes of many of our outages this past summer can be grouped into a number of categories,” Mr. Atkins told the assembled supervisory personnel. “Among them are: trees, lightning, animals and birds, mishaps from construction and maintenance crews, and the public.”

In dealing with the tree problem, our Company asks permission of property owners to remove or trim the trees near our transmission and distribution lines to provide proper clearance. When they understand the threat to service, most property owners cooperate; some, however, will not allow their trees to be trimmed until after damage has occurred.

The problem of outages caused by animals and birds is being attacked in several ways. One, the Company is now buying transformers with insulated covers, so that if an animal (a squirrel, for instance) stands on the cover and reaches up over the bushing to contact the hot lead (why they do it, nobody knows, but they do), it will not fault the circuit.

We also resort to trickery. A toy rubber snake is installed on poles where squirrels have been active. To a squirrel, the snake looks real and he stays off the pole.

“We are always looking for new or better methods to stop service interruptions before they happen,” Mr. Atkins explained. “We must keep interruptions to a minimum to provide the type of service our customers expect, and the type of service we wish to give them.”

Discussions

“Expect The Unexpected”

“The T & D operating phase of our business is one of a continued calculated risk,” Mr. Smith told the assembly. “We must always expect the unexpected. Therefore, it is an important function of every T & D Department to have facilities, equipment, and personnel trained in proper procedures to be ready to cope with any emergencies when they occur.”

When an emergency arises, the division operator goes into action to correct it by using one or more of the aids he has in the control room. If the call comes in by telephone he immediately locates the trouble on the large metal distribution or transmission lines and dispatches the nearest available crews to the affected area to restore the service.

Instead of the telephone ringing, it might be the bell on the supervisory control board which indicates a possible fault on a line or in a substation. In this case, the operator will first attempt to restore the service by supervisory control, then dispatch men to patrol the area to pinpoint the trouble.

Within a few minutes after a fault occurs, a number of telephone calls are always received at the Service Centers. Since the operator can only answer one phone at a time, a group of trained people are called in from other departments to give courteous attention to our customers.

As soon as information is gathered on the trouble tickets, supervisory personnel sort them out by areas and circuits and release them to service personnel for dispatching and further handling.

“Such teamwork as this didn't just develop by itself,” Mr. Smith concluded. “It was organized and training was conducted by a dedicated, and skilled group of supervisors who are always ready to help maintain the Company's slogan—‘Dependable Public Service.’”



CHEF AL MESKO, in the Hotpoint apron, points out the additional benefits of electric commercial cooking for an audience composed of "short

order" food handlers in the Sabine area. In action, Mr. Mesko continues a running dialogue as he cooks.

"FAST FOOD FESTIVAL"

A continuous selling job is causing more and more food handlers in our area to switch to electric commercial cooking.

Some 60 restaurant owners attended a Fast Food Festival which we co-sponsored with Hotpoint Company on September 20 in Beaumont and September 22 in Baton Rouge.

Al Mesko, Hotpoint's flamboyant traveling demonstrator and showman, who visits here periodically, again demonstrated the economy, efficiency, and speed of electric griddles and frykettles for commercial cooking for the visiting restaurateurs. He was helped by Bud Cramer, of Proctor and Gamble, who demonstrated a new type of liquid cooking shortening, "Frymax", to be used in commercial cooking.

Citing the advantages of electric cooking, Mr. Mesko said, "There are no variations in the heat, with even temperature all around; the appliance has built-in quick recovery features—after cold food is put into the appliance the temperature quickly returns to required cooking temperature; electric appliances are economical because they are thermostatically controlled; the hot fat can be strained and back in cooking operations within 10 minutes."

During the demonstration, the cooks fried sandwiches in deep-fat, made corn-on-the-cob, griddled hotcakes, and french-fried potatoes and onion rings, and remained cool the entire time.

As the visitors ate the food they could no longer doubt that electric cooking is a great tool for a cook.

TRAVELING TEAM. Messrs. Mesko and Cramer use a diagram to illustrate how electric heating elements distribute heat evenly over entire surface of commercial appliances.





DAYDREAMS. Oscar "Paco" Borne, Jr., residential sales representative, Church Point, Louisiana, looks at the ribbons he won for his Creole cook-

ing at Crowley's International Rice Festival the past two years and daydreams about the ribbons he will bring home this year.

Church Point's With Pride to . . .

"PACO" BORNE – CHAMPION CHEF

ADD another Louisiana Frenchman to the ranks of those who say the best cooks are men.

He's Oscar "Paco" Borne, Jr., residential sales representative in Church Point. And when the rice growers of Southern Louisiana open their annual International Rice Festival in Crowley on October 20 he will be competing for the prize money in the men's cooking contest with his famous Louisiana Creole dishes, many of which call for rice.

The last two years Church Point's No. 1 male cook has brought home the top honors. Last year he entered seven dishes and came away with seven ribbons. His recipe for stuffed flounder, won a first prize in 1959, the tri-color ribbon in the 1958 festival and was featured in the 1959 Rice Festival cook book.

Cooking has been a hobby for "Paco" since his teens. He came by his hobby naturally. "Paco" Sr. does the cooking at his restaurant in Rayne and his mother is rated as one of the best cooks in Rayne. Since he is also in a business that promotes good cooking electrically, "Paco" sometimes uses his ability to turn out good food to help clinch the sale of an electric cooking appliance.

Having been reared in an atmosphere of savory cooking, it was the

natural thing for "Paco" to marry a good cook. He tells everyone that his wife, Valerie, is "a wonderful cook."

In addition to cooking and making sales for the Company, "Paco" finds time to be a father to four: Randy, David, Cindy, and Oscar III (who, of course is called "Tee Paco"). He is manager of a Little League team, an officer in the Lions Club, a member of the Knights of Columbus, the Confraternity of Christian Doctrine, the American Legion and the Veterans of Foreign Wars. All of these organizations call on him to exhibit his cooking talents for their members. Not only is he an entrant in the men's cooking contest, but he has served as a judge of the ladies' cooking contest for the past two years.

The seven dishes "Paco" entered in last year's festival, each of which won a ribbon, were stuffed flounder, dove etoufee, shrimp jambalaya, chicken sauce piquante, tomatoes stuffed with crab meat and shrimp, stuffed bell peppers and baked chicken with rice dressing. PLAIN TALKS presents the recipes for these prize dishes for your own cooking pleasure. Now you can cook like a champion.

Stuffed Flounder

Select one large, or two small flounders, season the day before with salt and pepper. With the brown side

up, make a slit with a sharp knife down the middle of the fish, leaving about one inch at the head and one inch at the tail. With the knife, work under the slit to form a pocket cutting between the bone and the fish "meat" to the sides. The flounder is ready for stuffing.

4 tablespoons onions, chopped
 $\frac{1}{2}$ stick margarine
 2 teaspoons whole canned tomatoes
 1 tablespoon Lea and Perrin's sauce
 1 tablespoon bell pepper, chopped
 2 pods garlic, crushed
 2 tablespoons celery, chopped
 1 tablespoon green onions, chopped
 1 cup pre-cooked shrimp, chopped fine
 1 cup crab meat, fresh or fresh frozen
 1 cup pre-cooked rice.

Wilt onions in margarine, add whole tomatoes. Add pepper, celery, garlic, mustard, and Lea and Perrins sauce, simmer ten minutes. Pre-cook shrimp for ten minutes, chop fine, add crab meat, cook ten minutes more. Add onions, parsley, rice (pre-cooked ten minutes), season to taste and stuff into pocket in the flounder. Place flounder on foil-covered broiler pan; prepare another half stick margarine with one pod of crushed garlic for basting. Cook 30-40 minutes at 300



FIRST PLACE RIBBON. "Paco's" dove etoufee recipe won the blue ribbon in last year's festival. "Paco" entered seven dishes and came home with seven ribbons.



FEATURED IN COOK BOOK. This stuffed flounder won the coveted tri-color ribbon at the 1958 festival and the recipe was featured in the 1959 Rice Festival cook book.

degrees.

Dove Etouffee and Rice

5 doves and giblets, seasoned to taste
 2 pods garlic, crushed
 2 cups onion, chopped
 3 tablespoons celery, chopped
 2 tablespoons Worcestershire sauce
 2 tablespoons bell pepper, chopped
 1 tablespoon parsley, chopped
 1 tablespoon onion top, chopped
 2 tablespoons cooking oil
 1 small can whole mushrooms
 2 cups water
 2 cups cooked rice

Brown doves well. Add onions and cook until wilted. Add 2 cups water. Add remaining seasoning. Cover and cook until doves are tender. Add onion tops, parsley and mushrooms and cook 5 to 10 minutes, then serve piping hot with gravy poured over cooked rice and well mixed.

Shrimp Jambalaya

2 onions, chopped fine
 ½ bell pepper, chopped
 1 cup celery, chopped
 ½ can Ro-Tel Tomatoes
 ½ can stewing tomatoes
 1 ½ pounds raw shrimp

½ pound dry shrimp
 2 cups raw rice
 2 cups water

Wilt the onions. Add rest of seasoning, raw rice and raw shrimp, 2 cups of water, salt and pepper to taste. Cook for 20 minutes. Will serve about 4-6 people.

Chicken Sauce Piquante

1 hen cut up
 3 cups of onions, chopped fine
 1 cup of celery, chopped
 3 tablespoons bell pepper, chopped
 5 pods of garlic, crushed
 3 tablespoons Lea and Perrins sauce
 2 tablespoons prepared mustard
 3 tablespoons catsup
 1 ½ cans tomato sauce
 3 cups water
 1 cup of onion tops and parsley

Season chicken with salt and red pepper. Brown in about three tablespoons cooking oil. Add onions and wilt. Add all other ingredients except onion tops and parsley. Cook until hen is tender. Add onion tops and parsley, season to taste. Serve with cooked rice. Will serve 4-6 people.

Stuffed Tomatoes

Using the dressing recipe for the

stuffed flounder, add center of cored tomatoes. Stuff tomatoes and bake at 350 degrees for 10 to 15 minutes depending on the size of the tomatoes. Add small amount of water to bottom of pan so tomatoes do not stick.

Stuffed Bell Peppers with Rice Dressing

2 cups onions, chopped
 ½ pound ground beef
 ½ pound ground pork, lean
 ½ pound ground giblets
 2 tablespoons Roux sauce
 2 tablespoons bell pepper, chopped
 2 tablespoons celery, chopped
 3 pods garlic, crushed
 ½ cup onion top and parsley, chopped
 2 tablespoons Lea and Perrins sauce
 1 ½ cups raw rice (cook separately)
 2 cups water

Mix beef, pork and giblets, brown in ½ cup cooking oil. Add onions and wilt. Add rest of seasoning except onion tops and parsley. Salt and pepper to taste. Cook for 30 minutes. Add onion tops and parsley. Mix with cooked rice and stuff peppers. Will stuff about 10 large peppers. Bake for 10 minutes in 350 degree oven. Add small amount of water in bottom of pan to prevent sticking.



STRUCTURAL STEEL GOES UP. Under the watchful eyes of C. E. Calvert, Beaumont Engineering Department, the steel skeleton of our Company's Sabine Power Station near Bridge City, Texas,

is taking shape as the construction of the multi-million dollar station continues on schedule. Sabine Power Station will be the sixth station on our interconnected power system

and is designed to accommodate a generating capability of more than two million kilowatts. The steel structures above rise 146 feet in the air and will house Number One and Two units.

At Bridge City . . .

SABINE TAKES SHAPE

By **CLINTON CALVERT**
as told to Bunch Eads

ON the flat, oak tree-studded marshland beside the Neches River at Bridge City, Texas, the concrete and steel structure of our Company's sixth generating station, Sabine Power Station, is rapidly rising.

When ground for the new plant was broken last

March 17 by President Nelson, the only structures to be seen at the site were the grunting pile-drivers hammering foundation pilings deep into the earth. Today the towering steel frameworks of Number One and Two units can be seen for miles.

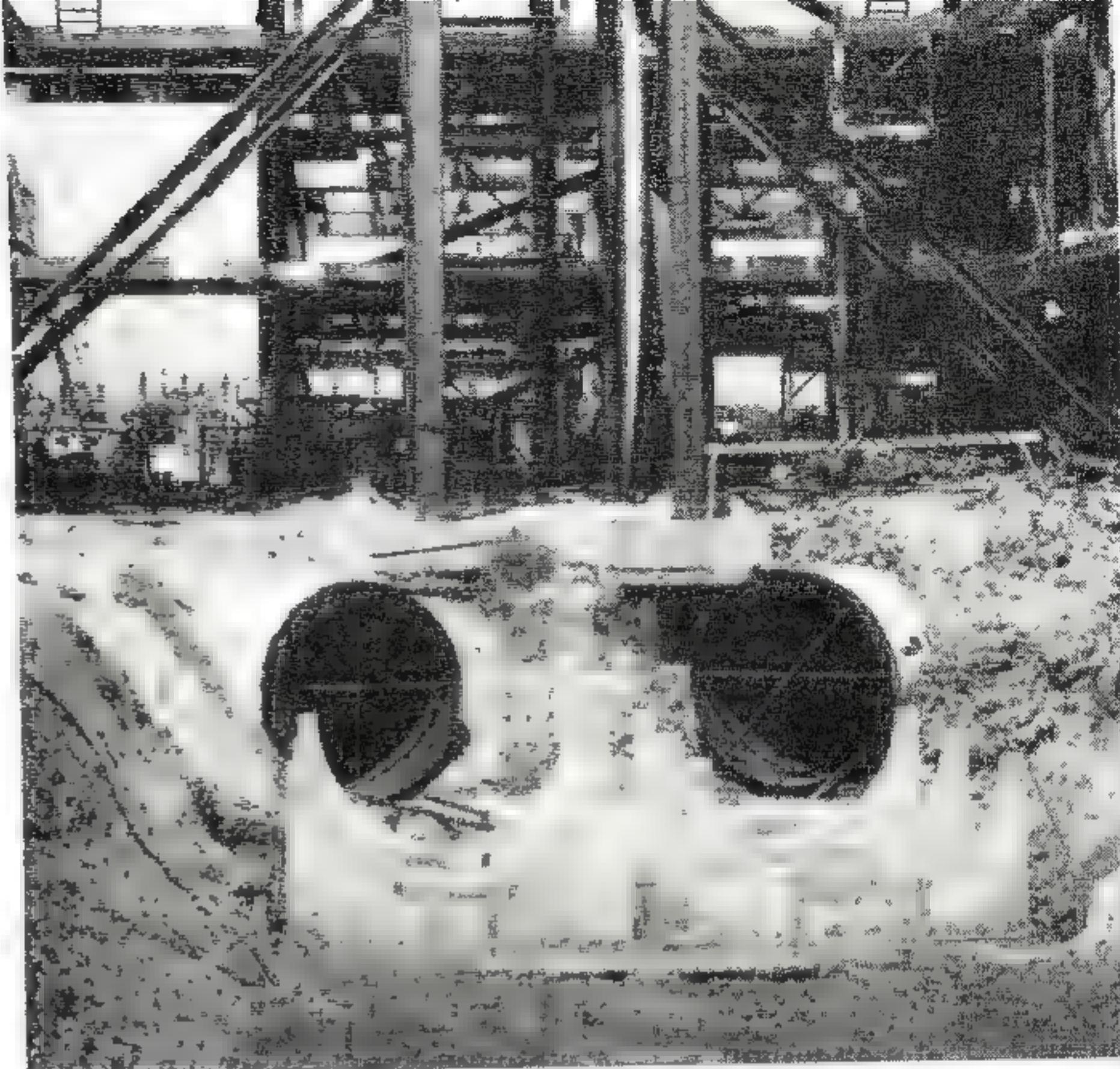
The first unit of the new plant will be the largest ever installed by our Company. It will be capable of generating 220,000 kilowatts and is scheduled for completion by March, 1962. In 1963, the second 220,000 kilowatt unit will be "on the line." It was originally scheduled to be completed in 1964. Construction work on a third 220,000 kilowatt unit is to be completed in 1965. The station is designed to accomodate an ultimate generating capability of more than two million kilowatts.

Six Mile Track

Trains travel daily over the six miles of spur track to the site delivering material and equipment. During the last week of September, the boiler condenser and the boiler flue structure for Number One unit arrived. The boiler drum for this unit is expected to arrive at the plant site around the first of November.

As soon as the material and equipment arrives from the manufacturers it is assembled and added to the ever-changing pattern of girders, beams, pipes and steel plates that make up the giant plant. Almost all of the structural steel for Number One unit and about 60 per cent for Number Two unit has been erected. Roofing and siding work on Number One unit is scheduled to begin after November 1.

A NEW ARRIVAL. Workmen assemble Number One unit's giant boiler condenser. Each day new equipment arrives over the six-mile spur track which connects the site to the Southern Pacific railroad.



DISCHARGE PIPES. These giant six foot pipes will discharge 348,000 gallons of water per minute. This is enough water to fill 35 railroad tank cars per minute. The brackish water of Sabine Lake will be used to cool the plant's giant boilers. The water is returned to the Neches River by a discharge canal.

Water Treating Plant

The first week of this month found the final concrete for the foundation of Number Two unit being poured. At that time foundation work was begun on the water treating plant which will serve to quench the station's tremendous thirst for pure water. Large intake and discharge pipes are being laid. These pipes will bring to and carry away the large volume of water needed to cool the boilers.

The pipes lead to two canals which form an eight-mile long horseshoe through the swamp and marsh with the station at the apex. One canal will bring water from Old River Cove on Sabine Lake and the other will return water used for cooling and condensing to the Neches River. Work on these canals is complete except for a bridge which is being constructed where the intake canal passes under State Highway 87 on the Orange County side of the Rainbow Bridge over the Neches River. Pilings for the bridge were driven the first of October and a detour is being built around the construction site.

Under construction is another canal which will bring fresh water for boiler makeup from a Sabine River Authority canal a little over a mile from the plant site.

"We've had good weather this summer," said C. E. Calvert, the engineer assigned by our Company to Stone and Webster Engineers Incorporated, the firm constructing the newest member of our generating plant family. "Thanks to that, we're on schedule for our completion date."



Funeral Services Held

In Beaumont for O. G. Floyd

OWEN G. FLOYD, 63, commercial sales promotion supervisor, Beaumont, died at his residence, September 26, following a two month illness. Funeral services were held in Beaumont on September 27.

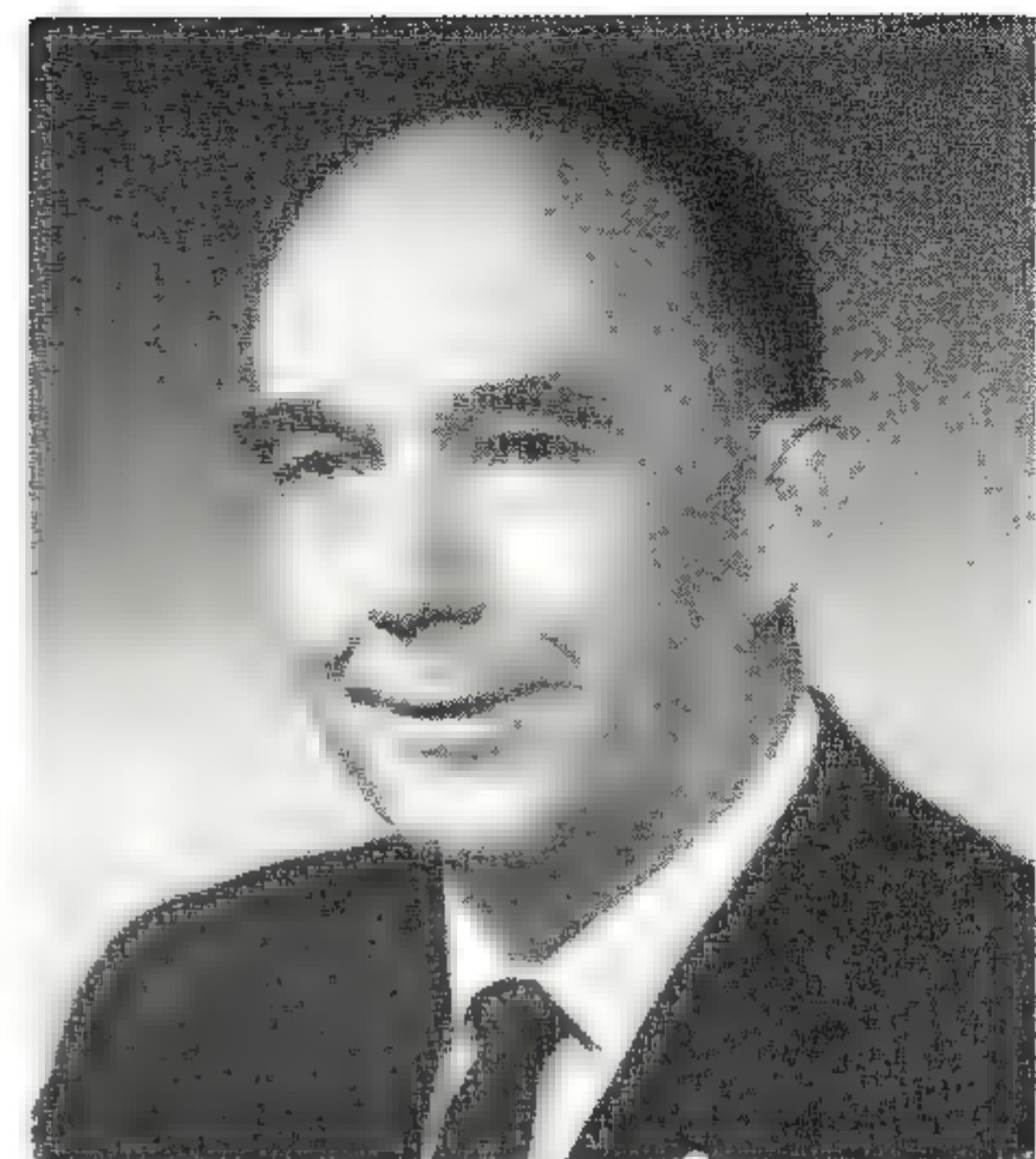
Before joining our Company in 1930, Mr. Floyd worked for the American Gas and Electric Company, Muncie, Indiana, and the Terre Haute, Indianapolis and Eastern Traction Company. He came to Beaumont as power sales engineer and spent his entire time of service in Beaumont.

In 1942, he was promoted to power engineer, and in 1947, became supervisor of industrial sales. He was made supervisor of commercial sales in 1950 and two years later he was appointed director of industrial and commercial heating and cooking sales. He held this position until he was promoted to commercial sales promotion supervisor in 1957.

As commercial sales promotion supervisor he was responsible for planning, directing and promoting employee and dealer sales personnel educational and training programs and annual sales promotional programs for various commercial applications of electric service.

A native of Marshall, Indiana, Mr. Floyd received his education in the public schools of Terre Haute. He graduated from Rose Polytechnic Institute, Terre Haute, in 1919 with a degree in electrical engineering.

Mr. Floyd was a past president of the Downtown Optimist Club, a member of the Beaumont Chamber of Commerce and the Young Men's Business League. He was a member of the Baptist Church and a Mason. He held a membership in Sigma Nu Fraternity and was a veteran of naval service during World War I.



Mr. Floyd

Surviving are his wife, Mrs. Carol Floyd; two daughters, Mrs. James L. Bridges, Beaumont, and Mrs. Stanley Antosiak, Chicago; two sisters, Mrs. Joe Stevens, Terre Haute, and Mrs. Earl Shaw, Robinson, Illinois.

Masonic Rites Held

For V. T. Bolton, Orange



Mr. Bolton

MAISONIC graveside rites were held in Hillcrest Memorial Gardens in Orange for V. T. (Slim) Bolton, 63, distribution foreman for the Orange District. Mr. Bolton died September 21 of a heart attack at his home.

Mr. Bolton had been an employee in the Orange District since 1921 when he started his career in the public utilities field with the Orange Ice, Light and Water Company and continued with that company until it was obtained by our Company in 1925. At that time he was a lineman and in 1929 he was made line foreman. He was promoted to distribution foreman in 1947.

A native of Winnfield, Louisiana, he received his education in the public schools of Colfax, Louisiana. He had been a resident of Orange for 41 years.

Active in Orange civic affairs, Mr. Bolton was a member of the First Baptist Church, Masonic Lodge and the American Legion. He served in the United States Army during World War I.

Survivors include his wife, Mrs. Erna Bolton, a daughter, Mrs. Dolores Lindsey of Orange, a brother, Otis Bolton of Kirbyville; a sister, Mrs. Annie Bell Eddington of Dallas; and two grandchildren.

W. R. Bell, Former Executive Vice President, Dies In Baton Rouge, September 27

A Requiem Mass was said September 27 in Our Lady of Mercy Catholic Church in Baton Rouge for W. R. Bell, Sr., 73, former executive vice president of our Company, who died September 25 in Baton Rouge. Burial was in Roselawn Memorial Park in Baton Rouge.

A native of Paducah, Kentucky, Mr. Bell graduated from Rose Polytechnic Institute, Terre Haute, Indiana, as an electrical engineer in 1912 and was em-

ployed by the Paducah Light and Power Company.

Long associated with GSU and its predecessor company in Baton Rouge, he began working as assistant superintendent of light and power for Baton Rouge Electrical Company in 1913. He was sales manager there from 1917 to 1920 when he moved to Haverhill, Massachusetts to take the same position with Haverhill Gas Light Company.

Later he was sales manager and general superintendent of light and power for El Paso Electric Company. In 1930, he returned to Baton Rouge as general superintendent. He also became director, vice president and general superintendent of Louisiana Steam Generating Corporation and vice president of Baton Rouge Bus Company.

He remained in Baton Rouge until 1947, when he was transferred to Beaumont as vice president for Texas operations. In 1948, he was elected a member of the Board of Directors and was appointed executive vice president in 1955. He was in charge of remodel-



Mr. Bell

ing the Edson Hotel Building into a general office building for the Company. Mr. Bell retired from our Company on September 1, 1956.

Mr. Bell is survived by his wife, a son, W. R. Bell, Jr., Baton Rouge, a daughter, Mrs. George Faibish, Houston; a brother, C. E. Bell, Cape Girardeau, Missouri; three sisters, Mrs. A. P. Williams and Mrs. H. V. Faber, Sr., both of Beaumont, and Mrs. Ruth Griffith of Paducah, and five grandchildren.



Mr. Hill

Albert Hill Dies In Baton Rouge

FUNERAL services were held September 25 in Baton Rouge for Albert Hill, retired employee of the Gas Department. He died September 24 at his residence.

Mr. Hill, a native of Baton Rouge, retired March 31, 1959, after almost 32 years with the Company. He was employed June 20, 1927 as a fitter's helper in Baton Rouge. He spent his entire length of service in Baton Rouge. He worked in various positions in the Gas Department and became a meterman first class in 1941.

Surviving are his wife, the former Edna Mae Templet, one son, Albert Hill, Jr., and three daughters, Mrs. Alberta Barbay, Miss Anita Hill, and Mrs. Edna Rae Jerage, all of Baton Rouge.

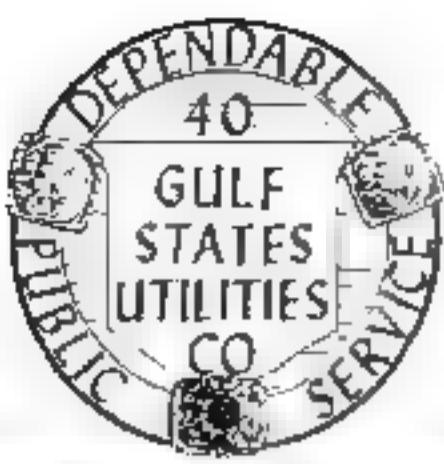


THRIFT PLAN INVESTMENTS

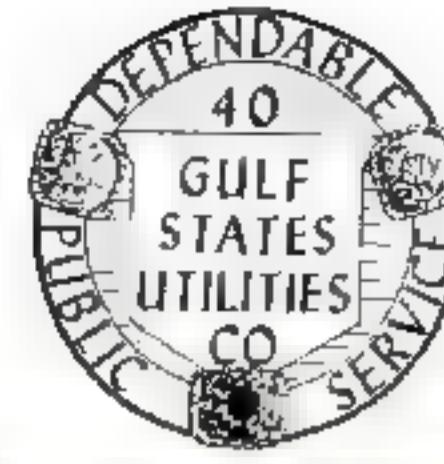
Purchases of Gulf States Utilities Company stock made by the Trustee during August covering employee deductions and Company contributions through July were as follows:

Type of Stock	No. of Shares	Total Cost	Average Cost per Share
Common	1239	\$44,389.67	\$35.82701373
\$4.40 Preferred	82	7,474.18	91.1485366

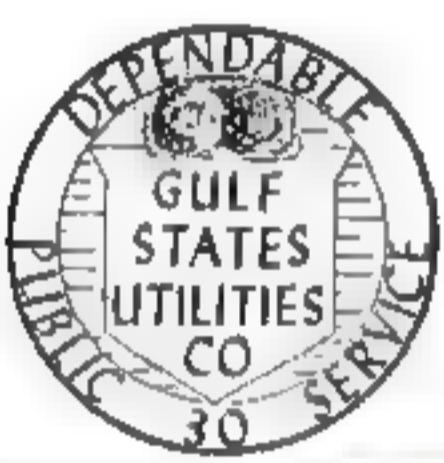
The Trustee deposited \$18,458.25 with the Savings Department of The First National Bank.



C. F. Lively
Distribution
Port Arthur



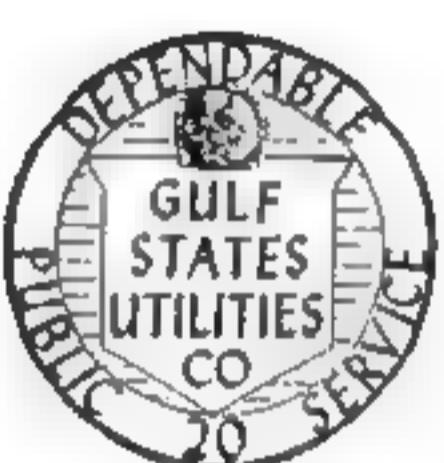
C. A. Boyd
Production
Beaumont



K. L. Jumel
Treasury
Beaumont



R. E. Lee
Division Manager
Beaumont



C. A. Glover
Local Superintendent
Gonzales



S. C. Fugler
Gas
Baton Rouge



E. R. Vick
Distribution
Beaumont



L. L. Sells
Production
Beaumont



Willie Banks
Distribution
Baton Rouge



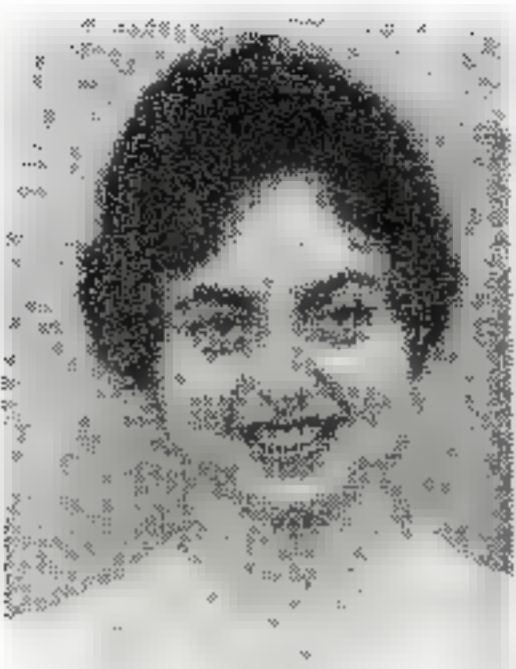
E. S. Pratt
Production
Lake Charles



Clifford Meaux
Distribution
Winnie



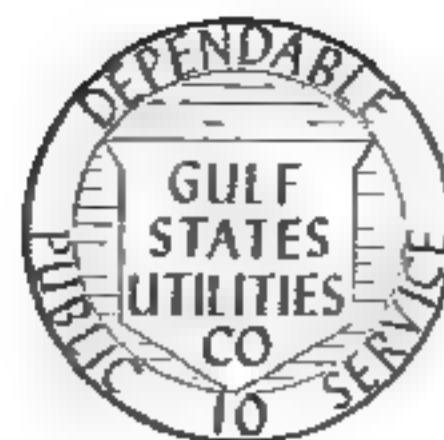
J. H. Derr, Jr.
Production
Lake Charles



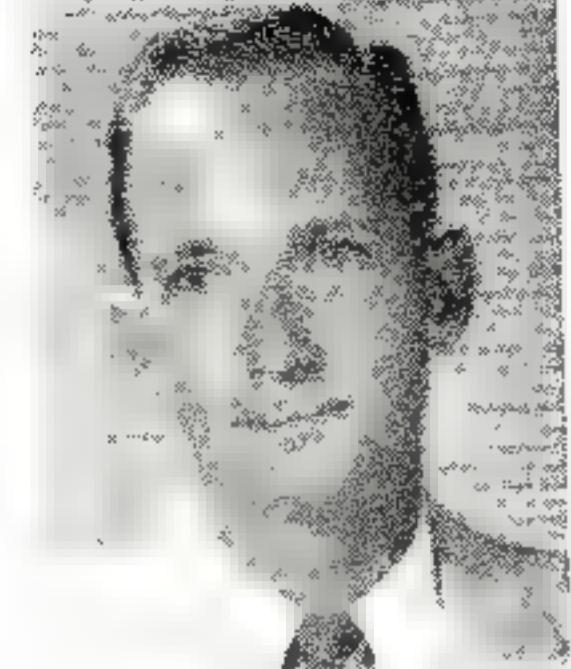
Martha E. Scanlon
Treasury
Beaumont



Vera T. Dube
Treasury
Beaumont



G. I. Thurman
Production
Beaumont



B. G. Creel
Sales
Beaumont



J. T. Meinscher, Jr.
Treasury
Beaumont



G. K. Zorn
Production
Beaumont



D. C. Gates, Jr.
Distribution
Baton Rouge



J. A. Moran
Production
Baton Rouge



E. V. Wilson
Production
Baton Rouge



W. E. Richard
Sales
Navasota



J. J. Pike
Distribution
Woodville



L. E. Roberts
Distribution
Orange



R. M. Shirley
Distribution
Port Allen



L. W. Lumpkin
Distribution
Port Arthur



H. E. Mack
Distribution
Port Arthur



R. T. Singletary
Distribution
Cleveland



H. T. Trammell
Distribution
Orange



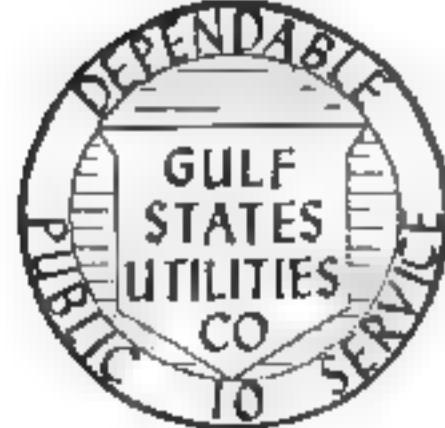
A. J. Arnold, Jr.
Distribution
Baton Rouge



F. B. McGee
Production
Lake Charles



L. S. Mills
Distribution
Beaumont



McQuiller Wingate
Building Service
Beaumont



Willie Bolden
Production
Baton Rouge



Silas Smith
Gas
Baton Rouge

Electricity on the Farm

IN August, some 75 Louisiana vocational agriculture teachers attended four, day-long electrical workshops sponsored by our Company. These workshops were concerned with air conditioning and refrigeration with emphasis on design, principles, and application of this type equipment for farm and residential use.

The first session, held August 1 at Southern University in Baton Rouge, was in conjunction with Louisiana Power & Light Company and was for all Louisiana colored vocational agriculture teachers. Additional sessions were held by our Company August 23 in Lafayette, August 24 at Jennings, and at our Government street office in Baton Rouge, August 26.

The purpose of these workshops was to give these teachers air conditioning and refrigeration information that they could take back to their classrooms and pass on to their students. Additional assistance was provided these teachers in the form of lesson outlines furnished by Gulf States for use as a teaching aid in relaying information covered in the workshops to their students.

Beginning with the principles of refrigeration, the instructors discussed the types of air conditioning, both window and central units; design for air conditioning with emphasis on home construction and insulation; selection of the air conditioning unit to do the best job required; principles of design of farm coolers; applications of farm cooling and the different types of farm coolers; and the home freezer.

The program was well received by the teachers who expressed their appreciation for this instruction and the interest shown them by the Company.

The workshops were conducted by area development engineers Malcolm Williams, Jim Richardson, Dick Krouse and industrial engineer Richard Peterman.



JIM RICHARDSON, Lafayette area development engineer, in center, explains the parts of an

air conditioning unit and their functions to teachers attending the workshop in Lafayette.

RICHARD PETERMAN, Lake Charles industrial sales engineer, tells teachers attending the

Baton Rouge workshop how to select the correct size air conditioning system.





DAYTON LIGHTS UP

ELECTRICITY has brightened up downtown Dayton by chasing night-time shadows away. Shadow-chasing Reddy Kilowatt started his "new look" on Friday, September 30, completion date for installation of new Main Street and Highway 90 street lights, which changed the two Dayton streets from darkened thoroughfares harboring masses of shadows at night, to attractive and brighter lighted roadways.

This was the first time the city's 25 new 20,000-lumen mercury vapor lights were turned on.

The improved street lighting program is the result of detailed study and examination of the city's street lighting needs by Mayor Wiley Smith, City Manager B. J. Johnson, City Councilmen Lester R. Wisegerber, Odell Moore, George Craig, Roger C. Brown and representatives of Gulf States Utilities Company.

This new lighting program has been observed by many as another sign of progress in Dayton, a symbol similar to that of the widening of Highway 90 through the city a few years ago.

The new lights were installed by our Company and in addition to making the initial investment, the Company will also operate and maintain them. These new lights were installed in a staggered manner from the city limits on the East to the railroad tracks on the West along Highway 90. Seven of these lights were mounted on the West side of Main Street from Highway 90 to one block North of the Southern Pacific railroad tracks.

THANKS FOR A JOB WELL DONE. J. C. Fleniken, second from left, superintendent of Transcontinental Gas Pipe Line Corporation's station #4 near Sour Lake, Texas, congratulates lineman Wm. L. "Red" English and serviceman A. D. Bonnette, right, for the manner in which they

quickly restored power to the pumping plant after a 13,000 volt cut-out at the substation serving the plant short circuited and halted the flow of power to the plant. At left is Ed Mathis, Gulf States' Sour Lake district supervisor.

FAST REPAIRS AT TRANSCON

ZZZT . . . Snap . . . Crackle . . . Pop . . . Pow . . . Pow! No, this isn't an ad for Rice Crispies but rather a fairly accurate description of how trouble started at our substation serving Transcontinental Gas Pipe Line Corporation's station #4 near Sour Lake, Texas, July 29.

J. G. Fleniken, superintendent of the pumping station, immediately called our Sour Lake office and notified our local office clerk, Helen Cunningham, of the trouble. Within six minutes, serviceman A. D. Bonnette and lineman Wm. L. "Red" English arrived at the plant to survey the damage and make repairs. They saw that a 13,000 volt cut-out at the substation had short circuited to ground against the metal framework of the substation, causing

the remaining circuit breakers to open, halting the flow of power to the plant. After making a quick check of the damage, a call was placed to Ed G. Mathis, our Sour Lake district supervisor, and he brought the parts needed for repairs to the plant site. At 2:30 p.m., just fifty minutes after the initial trouble started, power was restored to the pumping plant and the machinery began humming again.

As a result of the speed, efficiency, and safety employed in making these repairs, Mr. Fleniken sent a letter of commendation to A. B. Wilson, district superintendent of the Gulf and Silsbee districts, for the combination of teamwork, safety, and courtesy practiced by company employees in bringing better service to the industries of our area.

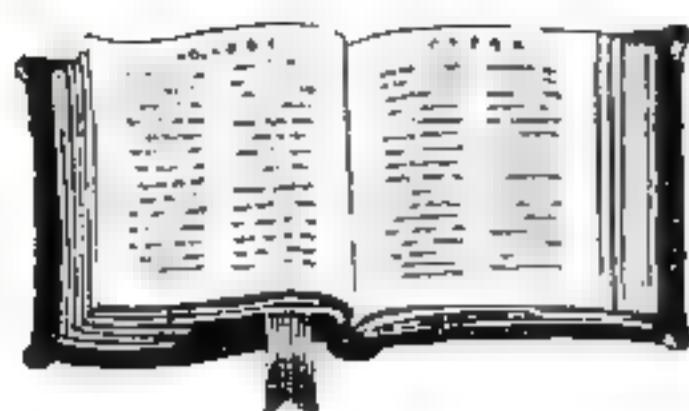
THE OLD AND THE NEW. At left is a view through Dayton, Texas, looking West along Highway 90 at dusk when the city's old street lights lighted the thoroughfare. At right is the same view, approximately a week later and around 10 p.m., after the city's new street lights were installed September 30. Note both the improved visibility along

the highway and areas off the road's shoulder. Under the city's new street lighting program eighteen 20,000 lumen mercury vapor lights were installed along the highway and seven of the same type lights were installed on Main Street.



BIBLE - BREAK

a monthly column



by Ruby Lee Adams

ALMOST all of the outstanding writers and thinkers in England and America give evidence of their familiarity with the Bible and its interpretation that gave the Anglo-Saxon type of democracy its greatest features; Respect for the basic rights of the individual and freedom of thought and action within the bounds of law.

When you don't obey the laws of your country you lose your freedom. Laws are for the protection of people, and we owe obedience to them. The individual has the right to talk against a law, to work and vote to change that law, but not to disobey that law.

We learn through the Scriptures of the Bible about justice through laws. In the first five books of the Old Testament we find a large body of laws; some came into being at an early date in Hebrew history, and others centuries later.

The ten-fingers law codes were applied to the Ten Commandments among the Hebrews before the art of writing had become common among them. They were compelled to rely on memory alone for keeping these laws in mind, and the ten-fingers were used as an aid to memory in all ages. If by chance one Commandment was skipped, the faithful finger would reveal the mistake. The first four Commandments in the Bible relate to sacred duties, while the other six refer to our duties to our neighbors.

The ten-finger, or decalogue arrangement, was applied to all the earliest Hebrew laws. We find in the Hebrew laws high ideals of conduct, which were unknown among the other nations of that time. They were rightly called the 'laws of Moses,' even though not all of them came directly from his lips.

A simple safety clip attached near end of a hot stick provides convenient way for linemen to hang them on a line when they are not being used.

Second in a Series . . .

OVERWEIGHT CAUSES HEALTH PROBLEMS

By
DR. KARL W. ANDERSON

ONE of the biggest reasons why so many overweight people find difficulty in taking off even 10 pounds is that they seem to enjoy kidding themselves about the real cause of their obesity.

They look around for convenient excuses. They soberly recite reasons why they are "different". They slyly break the rules, explaining that they'll "make up for it tomorrow."

These persons—often in all sincerity—blame heredity, or glands, or "more efficient digestion" or any number of other causes for their excess poundage.

But the real reason is simply this: They eat more food than their bodies require.

The popular idea that fat people stay fat no matter how little they eat, or that defective glands cause obesity, has no basis of fact. Fat comes only from food, and obesity results only from eating more than is required to meet the energy needs of the body.

Your seemingly hopeless battle of the bulge may result from eating abnormal amounts of food. Or you may be eating too large a proportion of food with high energy content. Or, you may simply be taking too little exercise. But unusually efficient digestion is never the cause.

The efficiency of digestion is close to perfect in all normal people. In very rare cases, glandular faults produce an abnormal appetite, but the resulting fatness is no different than any other. It comes about from too much food.

Honest effort at weight reduction must start in the conscience of the individual. Before the 1,000-calorie-a-day menu can work any magic for you, you must first really want to reduce.

If you cannot muster a genuine determination to shed those excess pounds you may not even get off the launching pad. Then chances are, the actuaries will continue to mark you in

their records as one of those agreeably lethargic persons destined for a relaxed but relatively short stay in this vale of tears.

It is my conviction, based on years of medical experience, that many people would choose more sensibly between added pounds and added years if they sharpened their awareness of just what fat is and what it does to the human body.

A common misconception is that fat is merely inert flesh—just so much excess weight. Actually, every pound of fat has to be nourished with miles of small blood vessels, and the many miles of blood vessels in a greatly overweight person have to be serviced by the same old heart.

Little wonder that among heavyweights heart failure ranks high as a cause of death. Fat people also have more coronary disease, more kidney trouble, more diabetes, more cancer and three times as much high blood pressure as do people of normal weight. They even have more falls and other accidents.

If you are among the overweights, or even among those whose weight until now was regarded as "normal," these stark facts should prod your will to reduce.

Fortunately, sheer reliance on will power can be tempered somewhat by a common-sense timetable for your food intake. Doctors and nutritionists who have given the matter extensive study agree that the person seeking to slim down via the 1,000-calorie menu will best be able to do so by "nibbling."

A little snack taken at intervals throughout the day—within the agreed upon calorie limit—will help you reach your goal a lot more enjoyably than if you lavish your entire calorie count on a single meal or two and then spend long hours bemoaning the injustices of fat and fate as they affect you.

New Woodville plant provides . . .

WINDOWS FOR THE WORLD

AIR CONTROL Window Corporation said a great big Texas style "Howdy" to residents of Woodville and Tyler County at the formal open house of their new plant in Woodville, Texas, September 30.

This new plant, containing some 100,000 square feet of floor space and employing approximately 115 Tyler County residents, is a subsidiary of Air Control Products, Inc. of Miami, Florida.

The new building and plant site were leased from the Tyler County Development Corporation when the plant, formerly located on the LaPorte Freeway in Houston, moved to Woodville. Tyler County Development Corporation was recently formed to promote the industrial growth of Tyler County and the Woodville area.

Air Control Products, Inc. entered the builder's products field over ten years ago through a small glass jalousie window plant in Miami. A group headed by H. A. Keller and W. E. Prendergast formed the corporation and gradually improved production techniques until Air Control became the world's largest manufacturer of glass jalousie windows. Additional products and new manufacturing plants were added from time to time and sales outlets were established in the principal cities of the Southeastern United States.

There are more than 15 manufacturing plants and 40 sales branches located from California to Florida and from Miami to New York. Nine are located in Texas.

The growing list of products manufactured by Air Control include single-hung windows, sliding windows, awning windows, jalousies, patio doors, tub and shower enclosures, kitchen cabinets, medicine cabinets, aluminum chairs, rugs and carpets, screens, and shutters.

Gulf States joins the citizens of East Texas and Tyler County in welcoming another industry to this area.



ALUMINUM WINDOWS FROM PINEY WOODS. Vic Norvell, left, local superintendent in Woodville, and Aubrey Sprawls, area development

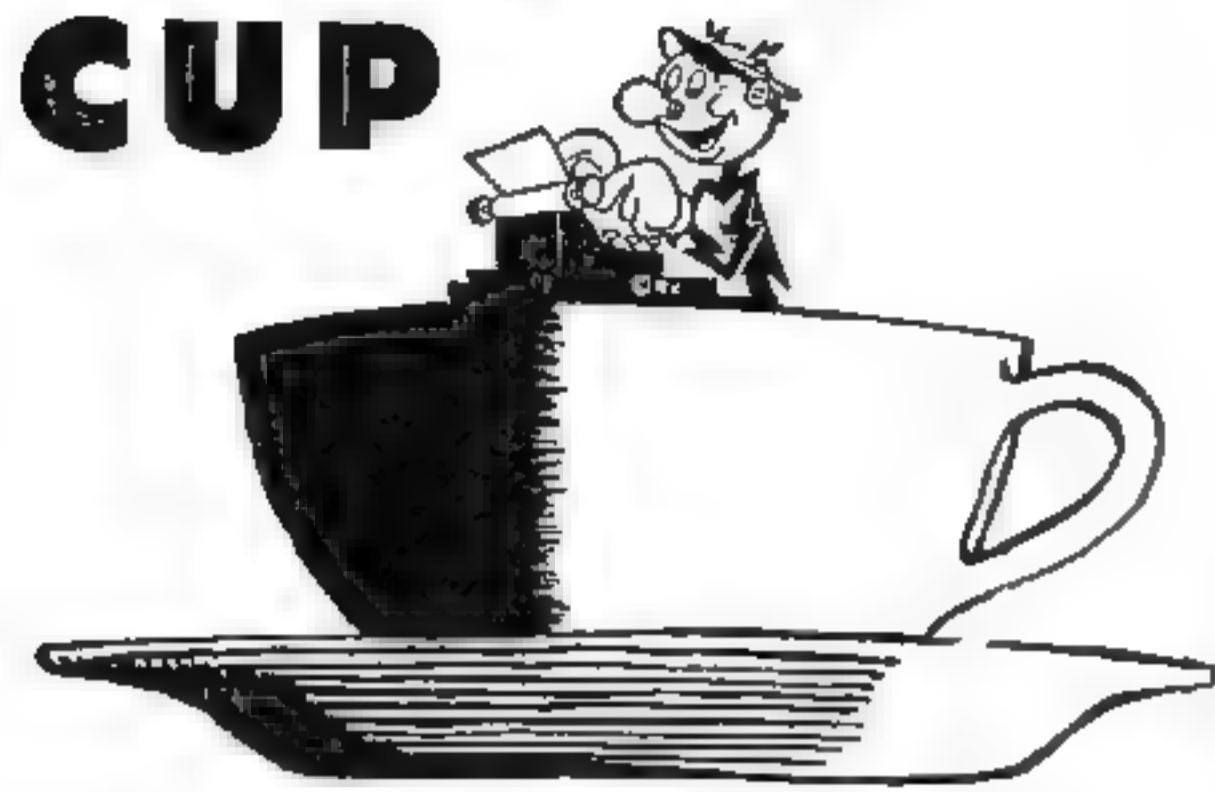
engineer, inspect a full-sized window in Air Control's sign in front of the new plant at Woodville, where new payrolls boast area.



INSPECT LINE. Mr. Blanks, general manager of Air Control's plant, shows Lloyd Brannan, supervisor of our Area Development Department, the three main types of windows manufactured by

Air Control. In addition to design and construction differences, these windows also function differently, providing a variation in air flow to fit the customer's needs.

over the COFFEE CUP

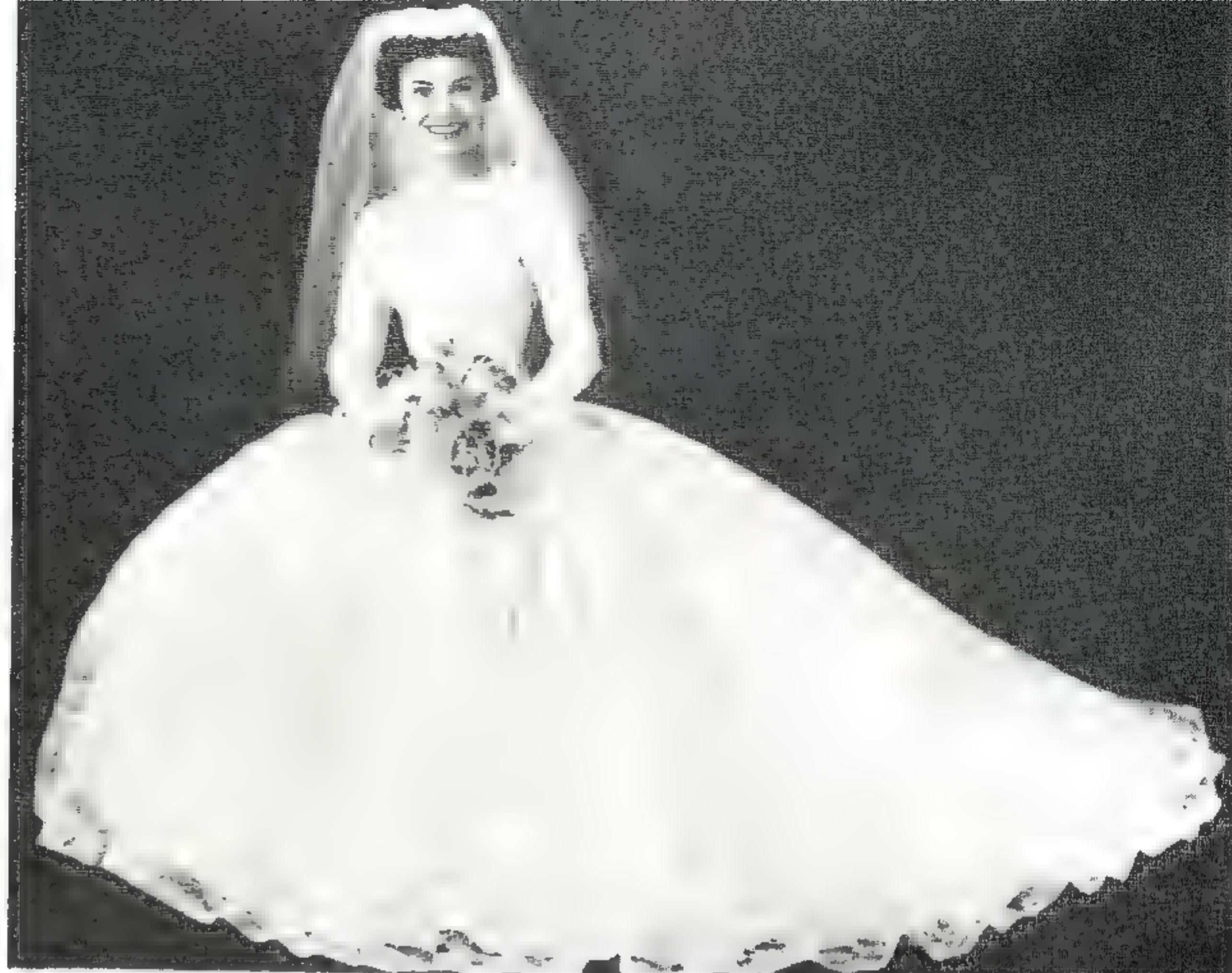


Baton Rouge

A number of employees at Louisiana Station enjoyed a vacation the last few weeks of summer. The Clement Schwab family journeyed to Florida where they all enjoyed the sun and sand. Also going to Florida was Sam Hochfelder, who is employed by Stone and Webster, but has been around Louisiana Station so long, he seems like a member of the family. Sam visited his brother. The girls in office were glad to welcome Sam back because he is our "a piece of gum a day" man. The Wayne Herndons went to Tulsa, Oklahoma to visit relatives.



BATON ROUGE NEWLYWEDS. Mr. and Mrs. John Elgene White, were married August 20 in the Sacred Heart of Jesus Catholic Church in Baton Rouge. Mrs. White is the former Pat Burns, Baton Rouge T&D Department. Mr. White is presently a senior student in the School of Education at Louisiana State University.



RECENT BRIDE. Deanna Hanks, stenographer in Beaumont's General Accounting Department, be-

came the bride of Charles S. Fowler on August 28 in St. Anthony's Catholic Church in Beaumont.

The latest post card from **John Maxwell May** was from Dubois, Wyoming, where he reported the temperature was a cool 47 degrees. The **H. B. Floyds** also went out west. While there they visited Disneyland. **Raymond Harris** enjoyed a vacation fishing at False River and a few days at Biloxi.

Ramie Kirkwood is recovering nicely from a recent operation. Hope to see him back at work soon. We're glad to see **Willie B. Carpenter** back at work after his recent operation.

The short Circuit Club held a shrimp boil and dance on October 8 at the U.C.T. Club.

Judy Tucker is the proud owner of a new blue English Ford and **Gayle Miller** is the proud owner of a new white English Ford.

—By *Gayle Miller*

MEMBERS of the Gas Department have been getting around this summer on their vacations. During the month of July, **Mr. and Mrs. J. C. Spengler** spent a delightful two weeks in Mexico. Their trip included many scenic spots as far as Acapulco.

Among those who vacationed during August was **E. A. Cowart**, who recently returned from a vacation trip that took him and his family to many scenic places. Included were Royal Gorge, Colorado Springs, Rocky Mountain National Park, Sand Dunes and the Ozark Mountains.

Sharkey J. Bergeron, along with his family, enjoyed a week's vacation sunning and swimming around Destin, Florida. **Allen W. Carpenter** and his

family had an enjoyable time in the Smokey Mountains.

James Q. Barrick and his family have returned from a vacation trip which covered about 7,000 miles. They toured the Smoky Mountains, Lookout Mountain, Estes Park, Rocky Mountains, Ozark Mountains, Painted Desert and Petrified Forest and covered many states including Texas, Oklahoma, Ohio, Indiana, Illinois, Missouri, Kansas, Colorado, Arizona, and Arkansas. It was a delightful trip but a "Too" vacation—Too long, Too tired, and Too broke.



TOP DAD. Tullie Brady, local superintendent of Baton Rouge Division's Northern District, Clinton, Louisiana, proudly hangs the plaque he received recently as "Clinton's 1960 Dad of the Year."

Harry Rafferty Honored

By Beaumont YM BL

THE 1960 South Texas State Fair catalogue has been dedicated to *Harry Rafferty*, system consumer's accountant, Beaumont.

Mr. Rafferty has been a member of the sponsoring Young Men's Business League, for 30 years. He served as general chairman of the 1952 fair.

The first copy of the 120 page publication was presented to Mr. Rafferty by *Fred Tenholder*, Beaumont Sales Department, chairman of the 1960 fair. The presentation was made while Mr. and Mrs. Rafferty were celebrating their 30th wedding anniversary.

Mr. Rafferty is one of the pioneers of the fair, serving in the Personnel Division for many years. He is a former member of the YM BL board of directors, a member of the exclusive YM BL Key Men Club, and has worked on many projects for the YM BL.

Vacationing through the Middle Atlantic States for two weeks was **George Simoneaux**. Camping out a few nights and visiting friends along the way, he traveled as far north as Canada and saw many places and things of interest, such as a glass factory and the inside of a coal mine. His trip also included a cruise on Lake Erie.

The Gas Department welcomed a new employee, **Ethel Collier**, last month. Ethel is a departmental clerk in the Service Department.

—By Jo Ann Bailey

LAKE CHARLES

CHARLENE HARPER is new stores clerk in the Lake Charles Storeroom. She is the replacement for **Earline Stratton** who resigned on September 9. Mr. and Mrs. Stratton are now in Lawton, Oklahoma, where Mr. Stratton is stationed for six months in the armed service.

AT GEORGIA TECH COURSE. Four Gulf Staters attended the Eighth Public Utility Executive Course at Georgia Institute of Technology, from August 1-26. From left, they are Clarence A. Ibach, Baton Rouge efficiency engineer, Production Department; Ray S. Pace, Beaumont Purchasing

Mrs. Harper is the former **Charlene Stine**. She previously worked for the Company from 1958 to early 1960 in the Lake Charles T&D Department as a stenographer. She is a native of Lake Charles, a graduate of Lake Charles schools and attended McNeese State College. Charlene will also replace Mrs. Stratton as **PLAIN TALKS** reporter for the T&D Department. "Please let me know if you have done anything that would be of interest to **PLAIN TALKS** readers."

—By **Charlene Harper**
BENNET ELLENDER of the Engineering Department took his vacation the last two weeks of August. **Pat Sullivan** pursued his hobbies of fishing and sailing as he took off the whole month of September for his vacation. While vacationing in New Orleans **Roy Franques** and his daughter studied Louisiana history.

Our summer help has returned to

chasing; **J. Cooper Spengler**, superintendent Baton Rouge Gas Department; and **A. B. Wilson**, Beaumont district superintendent. The Course was taught by outstanding instructors from diverse universities and included organization theory, human relations and economics.

college. They were **Glen Carpenter**, **Fred Watson**, and **Kenneth Bono**.

Maggie Rogers resigned from the Engineering Department on September 23, after three years of service with the department. **Miss Zilda Sonnier** from Sulphur is her replacement as departmental clerk.

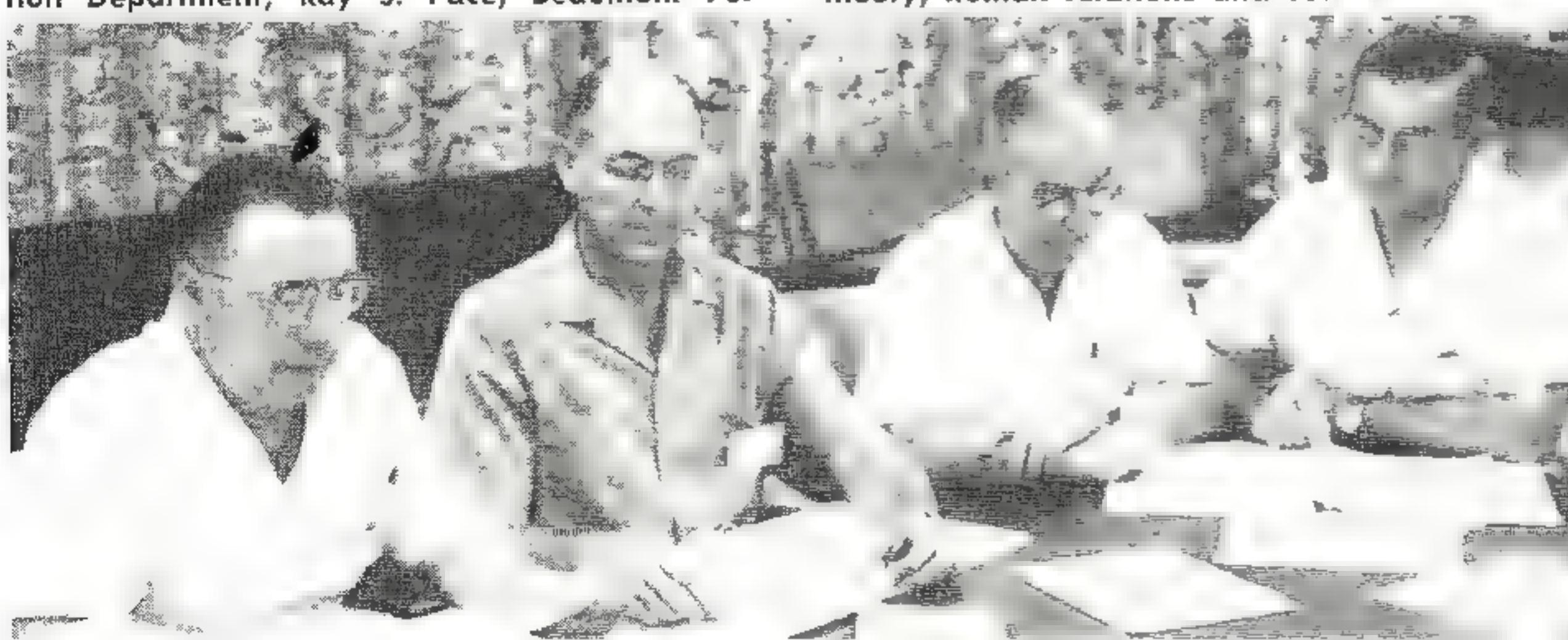
Frank J. Hazmuka was absent from work for a short time last month while he recovered from a tonsillectomy.

—By **Mary Ann Dowies**

THE Kilowatt Klub met September 24 for a party held at the K.C. Hall on Ernest Street in Lake Charles. A very tasty meal of chopped barbecue beef and beans was served. The Kilowatt Klub members and their guest enjoyed the party and all are looking forward to the next gathering. The ones to thank for the success of the party are **E. K. DeWoody**, club president; **Bob Wiggins**, treasurer; and a committee composed of **T. Matte**, **LeRoy Courville**, **George Trahan** and **Carol Foreman**.

—By **Mona Faye Carroll**

EMPLOYEES of the Substation Department were in a hurry last month to get in their vacations before the children had to go back to school. **R. W. Derby** and family enjoyed a one week vacation in Arkansas visiting Bob's relatives. **Hugh G. Holland** took his three week vacation the last of August. Hugh reported most of his time was spent "just taking it easy." However, he did do a little fishing.





POSTER WINNER. Marian Pizzuto, daughter of Joe Pizzuto, right, Baton Rouge T&D Department, receives her \$5 prize for submitting a



winning cartoon in the Safety Kiddie Contest. Marian was presented the money by L. F. Donaldson, service supervisor.

Other vacationers from the Substation Department were **T. W. Hoffpauir** and **Harry O'Quinn**.

—By Jo Ann Burnett

IT was still vacation time for several of the employees at Riverside Station last month. **Mr. and Mrs. George Brill** took a four week vacation to visit family and friends in Pennsylvania. **Edward McGehee** is now back at work after a nice vacation. **James Myers** reports to us that he had a wonderful time on his vacation, "just staying around home and taking it easy."

Mr. and Mrs. James Hale took in the many interesting sights of New Orleans on a visit to the "Crescent City" during their vacation. Another enjoyable vacation was spent by **Kenneth R. Hoffpauir**.

Several important meetings were attended recently by Riverside Station personnel. **L. R. Eddins**, station superintendent, made a four day visit to Oklahoma City, September 18-21, to



CHAMBER OF COMMERCE DIRECTOR. Harold E. Brown, Baton Rouge Division vice president, was elected by the 3,300-member Baton Rouge Chamber of Commerce to a position on the organization's board of directors. Mr. Brown

(third from left) will begin his three-year term October 1. He is shown with other newly-elected directors who are, from the left, Fred D. Dennstedt, Ben Blackwood and Lloyd Graving.

attend a Plant Design and Operating Committee Meeting. **Garland Strong** attended a two day seminar in Shreveport, September 16 and 17.

The employees at Riverside Station were very sorry to see **Alice Hall** leave when she resigned September 9. Alice had been an employee for about seven years. Her many friends and co-workers at Riverside presented her with an exquisite gift—a 127 mm Bell and Howell camera. We all wish Alice the best of luck.

Rose Lynn Frazar is the replacement for Alice and she will also be the new **PLAIN TALKS** reporter. Miss Frazar is a native of DeRidder, Louisiana, and



WEDDING PARTY. Mr. and Mrs. Ronald Ruhl Donaldson were married August 20 in St. Aloysius Catholic Church in Baton Rouge. The parents of the groom, Mr. and Mrs. Landreaux R. "Jack" Donaldson are at the left. Ronald is fourth of eight boys in the Donaldson family. They also have one daughter. Mr. Donaldson

is service supervisor in the Baton Rouge T&D Department. The bride is the former Judy Longridge of Baton Rouge. Ronald worked at Willow Glen Station during the past summer. The newlyweds are now living in Monroe, Louisiana, where Ronald is studying Pharmacy.

attended McNeese State College. "Help me to keep Riverside in the news."

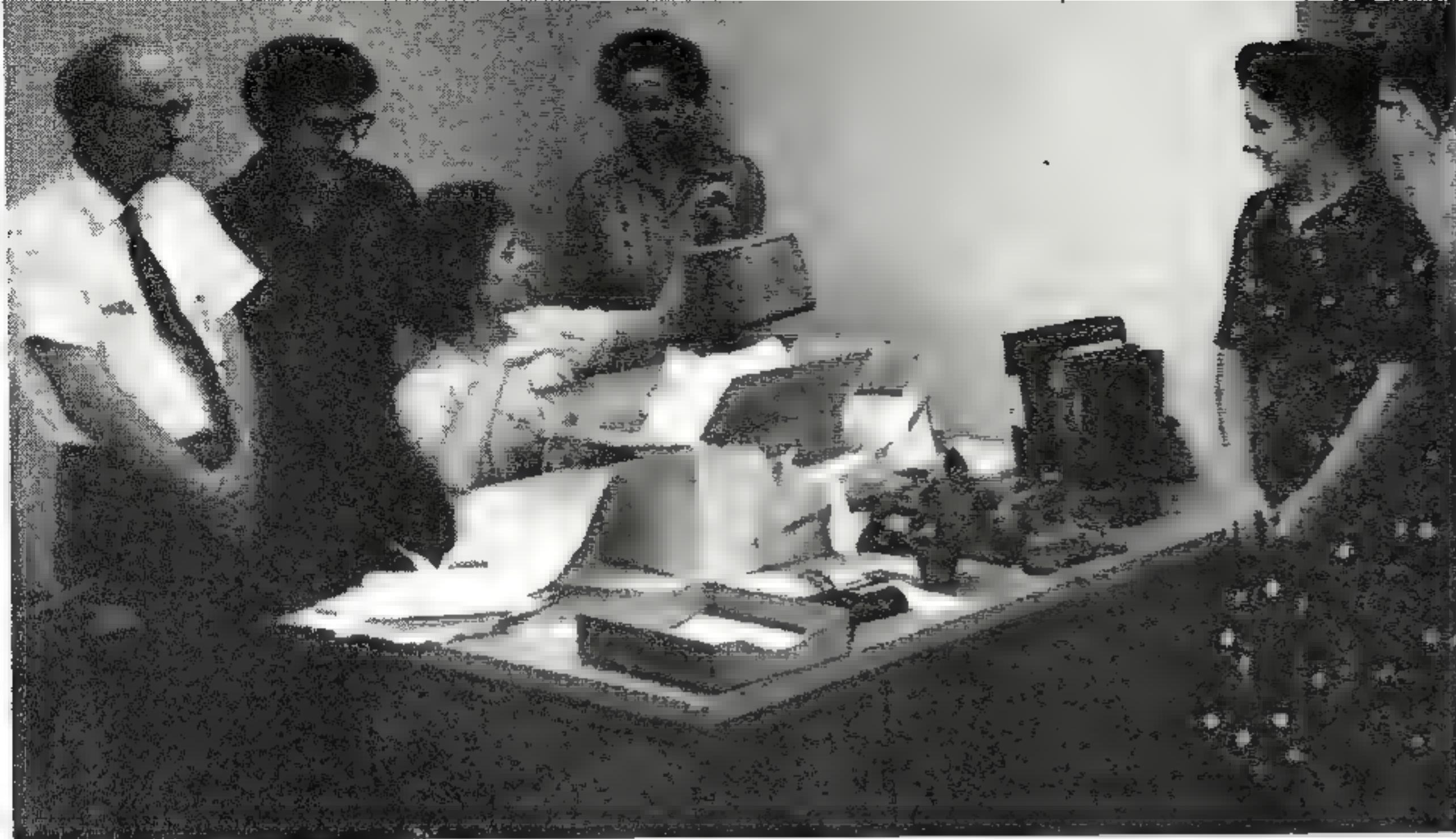
—By Rose Lynn Frazar

Dan J. Goodman, line foreman, and **Melton D. Byrd**, utility line foreman, of the Lake Charles T&D Department, attended a Supervisors Training Program in Beaumont during September.

Margie Leone and a group of girls took advantage of the long Labor Day weekend to take a trip to New Orleans to do a little sight-seeing. A great time was had by all. Margie is a departmental clerk in the T&D Line Department as well as **PLAIN TALKS** reporter.

—By Margie Leone

"**THERE'S** no place like home" is the slogan of **Mr. and Mrs. Gerald Fremin**. They have just moved



GOODBYE GIFT. Coworkers in the Navasota Division office said farewell and good luck to Virginia Plentl, departmental clerk in T & D,

last month. Virginia went to Houston with her husband who will work there. She was given an overnight bag to take with her.

into their new home in Youngsville, Louisiana. Mrs. Fremin is a customers clerk in Lafayette.

Lucille Hopkins, daughter of Mr. and Mrs. J. J. Hopkins, and Donald Landry were married September 3 in St. John's Cathedral in Lafayette. Mr. Hopkins is a line foreman in the Lafayette T&D Department. The new Mr. and Mrs. Landry are making their home in Lafayette.

Miss Janette Murphy, home service advisor, became the bride of Felix Mestayer on September 24 in St. Peter's Catholic Church in New Iberia, Louisiana. The couple are now living in New Iberia.

We wish a speedy recovery to Joe Duhon who underwent surgery last month.

—By Cynthia Trahan



THREE NEW FACES. New employees in the Navasota Division office are, from the left,

Doris Nichols, Storeroom; Roseanne Pry, Engineering; and Mary Katherine Schuelte, Operating.



A new employee in Navasota fills the job that was held by two other members of her family. **Nina Ruth Rhodes** was employed as a departmental clerk in the Operating Department on September 12. She fills the vacancy left by **Barbara Rhodes** who is her sister-in-law. This same position was formerly held by Nina Ruth's sister, **Martha Rabun**, who worked in this department in 1956.

Another new employee in Navasota is **Roland Johnson** who was employed as a helper in the T&D Line Depart-



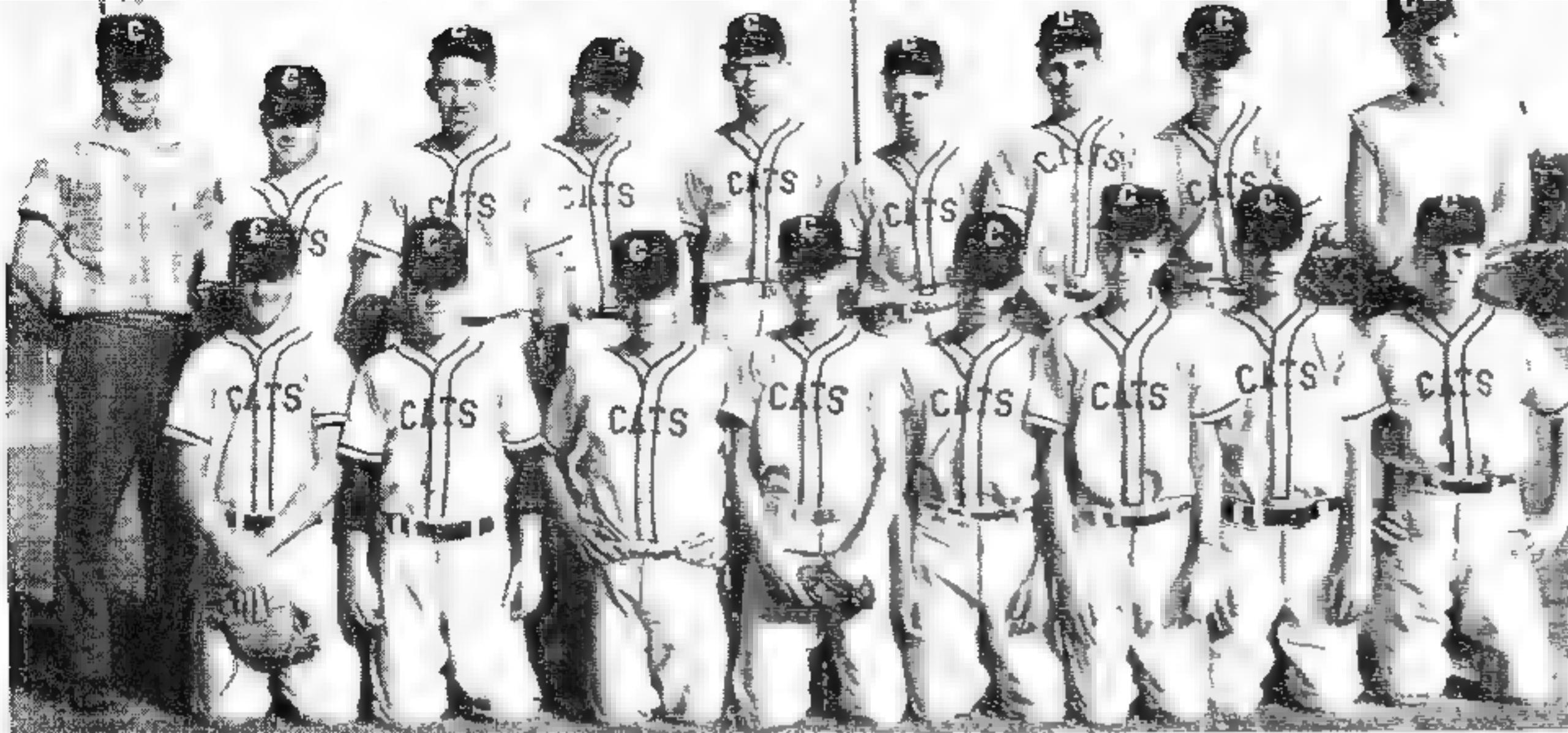
MORE POWER FOR KAPLAN. Members of the sub-station crew of R. E. "Dude" Compton, Lafayette are connecting a mobile substation to supply temporary power to the city of Kaplan,

Louisiana, while the Kaplan Substation was being converted from 34.5 KV to 69 KV to provide more dependable power to a fast growing area of Louisiana.

ment also on September 12. He just completed four years of service in the U. S. Air Force.

Curtis Kurten is a third new employee in Navasota. He was employed as a helper in the T&D Substation Department on August 15. His wife is the former **Doris Hegwood**, daughter of **E. L. Hegwood**, line foreman in Cleveland. They are the parents of twin sons who were born in May of this year. They also have another son, **Richard**, who is one year old.

Mrs. C. A. Estes, wife of **C. A. Estes**, primary and special tester in the Navasota Meter Department, was recently appointed supervisor of the Brazos Valley Hospital in Navasota. Mrs. Estes, a registered nurse, has been associated with the hospital for 10 years. She received her training at Hotel Dieu Hospital and St. Therese Hospital in Beaumont.



AREA FINALISTS. The Texas Metal Works Cats, coached by Lloyd Bell, second row-right, Beaumont T&D, and Paul Magee, won the Beaumont Colt League straightaway, with no playoffs necessary. Bell and Magee also coached the Beaumont All Stars, by virtue of having coached the League's winners. The All Stars, composed of 15 and 16 year olds picked from the four teams in Beaumont's Colt League, beat defend-

ing national champion Lufkin to win the Area One, District Two championship. In the District playoff with Northwest Houston, the All Stars won the first game 3-1, lost the second game 5-0, and lost the third game 4-2. Dan Ickles, fourth from left-front row, son of J. E. Ickles, Beaumont T&D-Line, played second base for both the Cats and the All Stars.

Mr. and Mrs. W. R. Allen recently returned home after spending a two weeks vacation on the West Coast. They made the trip by jet airplane. They visited Tacoma, Washington, where they were guests in the home of their daughter, **Mrs. W. O. Wilson** and her daughter, **Debra Anne**. Side trips were made to Grand Coulee Dam, Dry Falls, Mt. Ranier and many other points. Mrs. Allen had visited Washington State before but it was Mr. Allen's first trip to the far west. He was greatly impressed with the majestic trees which were beginning to show their fall colors. He especially enjoyed the fishing on Puget Sound. The Allens are thoroughly converted to air plane travel.

—By Jeannette Sangster



NEW MEXICO VACATION. J. T. Williams, line foreman, Beaumont Line Department, and wife, Betty, daughters, Nelda and Diane, and son, Arthur Wayne, spent their vacation visiting



Carlsbad Cavern and Northern New Mexico. At the left, Nelda, Diane, John and Betty pause at a rest stop near Cloudcroft, New Mexico, while Arthur Wayne takes their picture.

MISS JEAN HASTON, local office clerk in the Madisonville Office, spent a week of her vacation in September touring Colorado and New Mexico with friends. Places of interest they visited were Pikes Peak, Garden of the Gods, Royal Gorge and Carlsbad Caverns.

John Lee Barrett, serviceman in the Madisonville District, took two weeks of his vacation in September. He and his wife visited Mr. and Mrs. John Lee Barrett, Jr. and Brenda, who live in Pasadena, Texas, a few days.

—By Betty Lynch



WAYNE DUNHAM, Port Arthur substation operator, and Mrs. Irene Lyons teamed up for the fifth consecutive year to produce the coronation ceremony highlighting the 1960 CavOILcade celebration held October 13-16 in Port Arthur. Dunham, well known in the area for stage and set designing served as stage designer and director. The CavOILcade coronation has become well-known in Texas as one of the most lavish ceremonies in connection with a city celebration. Most recent of Dunham's designs was the much talked about "revolving stage" in "The Bells are Ringing" musical presented by Port Arthur's Little Theatre.

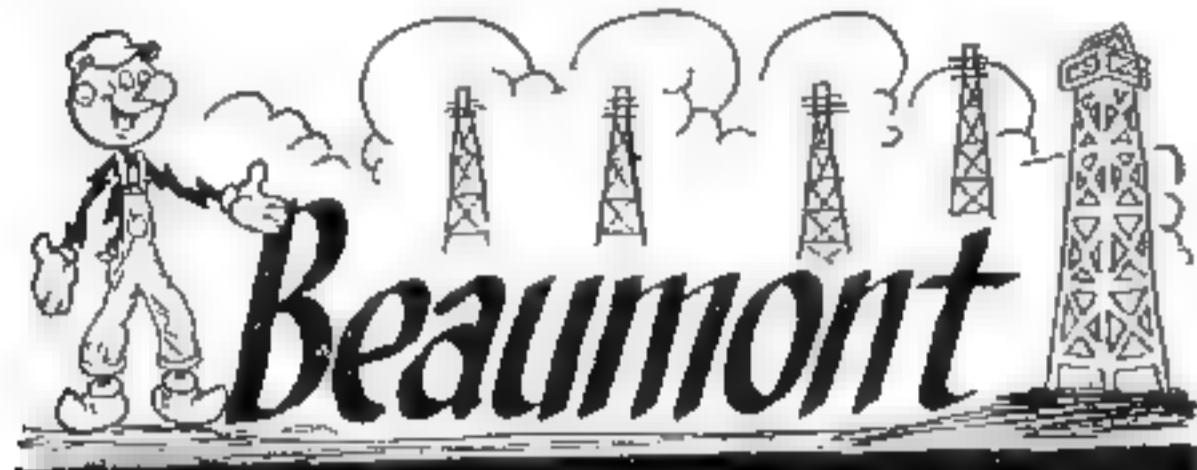
—By Helen Powell



In the center picture, Nelda, Arthur Wayne and Diane inspect an old Studebaker, the horse drawn kind. At right the children visit a historical marker near Albuquerque, New Mexico.

Joe D. Hatley of the Port Arthur Appliance Repair Department is back on the job after having been hospitalized following a vehicle accident which occurred in Winnie, Texas, on September 15. Joe, sitting in the back seat at the time, suffered black eyes and a broken nose. His son, who was driving, and daughter-in-law also suffered injuries. All are getting along fine.

—By Jo Anne Landry



H. E. MORTIMER, rate and depreciation supervisor, attended a meeting of the AGA-EEI Depreciation Accounting Committee held in Pittsburgh, Pennsylvania on September 15 and 16. Mr. Mortimer is secretary of this committee.

Alice Womack, steno in the Rate Department, and husband, **Kester**, enjoyed a vacation in San Antonio, Old Mexico and New Mexico during September. While in New Mexico they visited Carlsbad Caverns.

Eighth floor employees bid farewell to **Ruth Mueller**, who left Beaumont to make her home in Fort Worth. Replacing Ruth as steno in the System and Procedures Department is **Jo Ann Lee**. Welcome to the 8th floor, Jo.

—By Judy Moses

Peggie and **R. J. Stout** have joined the ranks of new home owners. Their new home is at 9210 Broun, "Gulf Terrace Addition," in Amelia. Peggie works in the Records Management Department and R. J. is in the Engineer-



GOOD COOKS GALORE. These ladies, from the General Office Building in Beaumont, were among the 374 who attended one of the six, two-day cooking schools conducted last July and August by Grace Brooks, home service advisor. Thirty girl GSUs attended each session

ing Department.

Lynn Clark, engineering assistant in Engineering Department for three years, left September 15 to complete his studies at Lamar Tech in Beaumont.

Elaine Petrash, a departmental clerk in the System Engineering Department, left the Company on September 2 to move to Houston where she joined her husband, **Bennie**, who had been transferred there and promoted to operating manager of the Downtown Montgomery Ward Store.

The Engineering Department wel-

during noon hours on Tuesdays and Thursdays. Mrs. Brooks demonstrated practically every home appliance. So far, 14 electric ranges have been sold to participants. **ATTENTION MEN!** A similar school will be held for men this fall. Plan now to attend.

comes a new employee, **Nadine McAda**, this month.

—By Nadine Hester

TOP TEN SCORE

"**PLAIN TALKS**" will keep a running score card on how the communities in our area rate on an average kilowatthours use per home customer basis. Here are this month's ratings.

Nederland	4,783
Liberty	4,722
Orange	4,643
Port Neches	4,569
Beaumont	4,508
Lake Charles Dist.	4,338
Baton Rouge	4,303
Port Arthur	4,109
Sulphur Dist.	4,072
Vidor	3,907

A comparison of all towns in Texas and Louisiana showed an average increase of 81 in kilowatthours consumption in August over the July figures. More power to you!



HAPPY BIRTHDAY BOSS. The coffee gang at Neches Station celebrated W. A. Whitten's birthday on September 23. Mr. Whitten is station

superintendent. From left to right: G. G. Hall, Doug Watkins, Hazel Johnson, Mr. Whitten, Betty Neville, Bob Haynes and Roy Henkel.



WED RECENTLY. Mr. and Mrs. Feltus B. Stirling, Jr. were married August 14 in North Hollywood, California. Mr. Stirling is the son of Feltus B. Stirling, Sr., Baton Rouge T&D Right-of-Way Department. Feltus, Jr. is a fifth year architect student at Louisiana State University. His wife is presently employed at LSU.

A number of employees of the Beaumont Billing Department can be called weekend trippers this month. **Sally Dowden, Pat Ester, Edaleen Bean, Glenda Milner** and ex-GSUers **Shriely Bonner** and **Delores Prevost** spent a fun-filled weekend at the State Fair in Dallas, October 15. The girls enjoyed performances of the Ice Capades, the Flower Drum Song, and the SMU-Rice Football game. Delores journied up to Dallas from Temple, where she is a student in the Scott-White Nursing School.

Other weekenders were: **Dona Mitcham** and her husband who went to Houston for a weekend and the Ice Capades. The weekend of October 15 found **Clara and Nelson Lackey** visiting in Dallas with former Gulf Stater, **Beryl Ann Barnett** and attending the State Fair.

Last month's vacationers enjoyed themselves in a variety of ways. **Jeanne and Ben Pleasant** visited relatives in Dallas and Baytown. They also went to Houston to hear Jack Kennedy speak. **Melba Magee** and family vacationed in Florida and Yoakum, Texas.



Marlene and Ted Mienscher journied to Dallas for a weeks vacation to take in the fair and visit friends. **H. P. Robichau** enjoyed a weeks vacation at HOME puttering around in his workshop. **Jessie Dyer** and husband, **Bob**, enjoyed two quiet weeks at home also.

Bernice Eaves, Shirley Bonner, and Nelwyn Nations were hostesses at a shower honoring **Tommie Byrd** on October 2 in Mrs. Eaves' home. Mrs. Byrd recently became the mother of two adopted children. Many departmental employees attended and enjoyed the evening.

New employees in the Billing Department are **Jimmylu Syme, Patricia Minor, Carmella Clark** and **Gloria Bobo**.

—By Glenda Milner



NEW FACES IN ORANGE. Rose Zeto, left, and Barbara Bryant, right, recently came to work in our Orange Customer Accounting Department. Both are clerks. Miss Zeto is a native of Orange and attended the Orange public schools. Mrs. Bryant is not a new employee of the Company; she had previously worked two years in the Beaumont Billing Department. She is a native of Missouri who moved to Orange in 1957.

MOST of the Purchasing Department employees and their families took their vacations during August and went traveling around the country. **Patty and Charles Dunaway**, he is in Accounting Department, spent their two weeks enjoying Las Vegas and California. **Keith**, also in the Accounting Department, and **Shirley Mills** made a fast trip by auto to South Haven, Michigan, where they spent a week visiting friends and relatives.



WHAT A BAIT! This seems to be the thought of **J. P. French**, director of purchasing, as he eyes the cake presented to him on his 63rd birthday. With a pretty mermaid as this for bait, what poor fish wouldn't bite?

Glenda Dunn and **Billie Hamilton**, Stenographic Department, toured parts of Florida, fortunately before "Donna" decided to tour those same parts. **Jack Watson** and his family made a tour of the historical spots of Texas, traveling through the south and east portions of the state. Jack says that the trip was enjoyable as well as educational.

Mickey Knobloch and family enjoyed their vacation by staying at home. Mickey reports that it was the best vacation he has had in years.

While everybody else was vacationing **R. S. Pace**, purchasing agent, went back to school. He attended the Public Utilities Executive Course at Georgia Tech for a month. He reports that he was kept quite busy.

The Purchasing Department celebrated their boss's birthday on September 19. Since **J. P. French**, director of purchasing, is a renowned fisherman the cake was in the shape of a fish. The idea and arrangement for the cake was dreamed up by Mrs. Pace. It was delicious as well as decorative.

—By Maxine Thomas

PLANNING SESSION. The ladies of our Home Service Department met last month in Lake Charles for their annual Home Services Advisors Meeting. The meetings are held each year to plan the program for the coming year, give training in certain phases of the program and to acquaint the ladies with the new developments in the field of home services. Attending this year's meeting were: **Frances Fuchs, Beaumont; Harriet Babin, Orange; Marilyn Rodemacher, Carolyn St. Amant, Helen Tribble, and Evelyn Wilsford, Baton Rouge; Mamie Voyles, and Dorothy Rea, Port Arthur; Thelma Carson, Beaumont, (standing); Irma Hargroeder, Jennings; Dale Land, Sulphur; Becky Jones, Port Arthur; Leonora O'Neal, home services director, Beaumont; Janette Mestayer, Lafayette; and Anita Boles, Navasota.**

"WE GATHERED TOGETHER TO BID FAREWELL." Employees of the Beaumont Accounting Department bade goodbye to Virginia L. Lightsey, far right, as she retired September 1 after 32 years of service to our Company. "Shorty" was presented a number of gifts by her many friends. Included among the gifts was a television set. Among those who wished her "God Speed" were E. L. Bailey, assistant treasurer, Accounting Department, J. L. Braswell, assistant general accountant, Betty Duncan, Peggy Siver, Janelle Haferkamp, and Sandra Stahl. Miss Stahl also left the Company, September 1, to return to school at Baylor University in Waco, Texas.



gulf staters in the news

Mr. Nelson spoke recently on the present and future growth of our Company at a meeting of the Port Arthur Rotary Club. Since the industrial

development of the Sabine-Neches area is tied to progress of the utilities, a bright future lies ahead, Mr. Nelson said. The only cloud in this other-wise rosy picture is the hodge-podge annexation that has been indulged in by the cities of the area.

Harold Beaugh, serviceman in Church Point, Louisiana, was recently elected president of the Church Point Little League Booster club.

Mablene Pollard, local office clerk, Trinity, Texas, was recently appointed to serve on the Public Relations committee of the Trinity Chamber of Commerce. Miss Pollard is the PLAIN TALKS reporter for Trinity District.

PLAIN TALKS SYMPATHY TO

Cesaire Guidry, Jr., Lafayette employee, on the death of his father-in-law, **Issac Fontenot**, on September 8.

at Baton Rouge General Hospital. The father is a foreman in the Baton Rouge Line Department.

Mr. and Mrs. John Sheets, Jr. on the birth of their sixth child and fourth son, **Randall Joseph**, September 7, in the Baton Rouge General Hospital. Mr. Sheets is a serviceman in Gonzales.

Mr. and Mrs. Curtis Johnson, test engineer at Louisiana Station, on the birth of their granddaughter, **Jaque Renee**, on September 5. She is the daughter of **Mr. and Mrs. Larry Labi-mandier**.

Mr. and Mrs. A. V. Wisrodt, Jr., on the birth of their son, **Henry Earl**, September 3, at Baptist Hospital in Beaumont. Mr. Wisrodt is an employee at Neches Station.



BEFORE . . . AFTER

FIRST DAY AT SCHOOL. All scrubbed, shiny and shod for his first day in the first grade at Assumption School, Beaumont, is Kent Thompson, six-year-old son of Bonnie Thompson, residential sales representative, Beaumont. By the time school was over Kent wasn't as scrubbed, shiny and shod as he was in the morning.



Mr. and Mrs. Murphy J. McLin on the birth of their son, **Curtis James**, August 23, in Our Lady of the Lake Hospital, Baton Rouge. Mr. McLin is a member of the System Survey Crew in Baton Rouge. His wife is the former Pauline Shillings of Baton Rouge.

Mr. and Mrs. Ray Clausen on the birth of their third son, **John Donald**, September 3. Mr. Clausen is an engineer in the System Engineering Department, Beaumont.

Mr. and Mrs. Joseph W. Bogue on the birth of their second child and first son, **Matthew Wayne**, September 6. Mr. Bogue is an engineering assistant in the System Engineering Department, Beaumont.

Mr. and Mrs. P. W. Vickery on the birth of a son, **Lawrence Leslie**, September 17. Mr. Vickery is an employee of Neches Station.

Mr. and Mrs. Lester J. Gauthier, on the birth of a daughter, **Olivia Rita**, August 23. The Gauthier's have four older children. Mr. Gauthier is employed in Lafayette.

Mr. and Mrs. Eddie M. Jones on the birth of their first child, a son, **Eddie Dwayne**, September 28. Mr. Jones is an employee in the Baton Rouge Gas Service Department.

Mr. and Mrs. Thomas W. Ashley on the birth of their second child and first son, **Thomas, Jr.**, on September 9. Mr. Ashley is an employee in the Baton Rouge Gas Service Department.

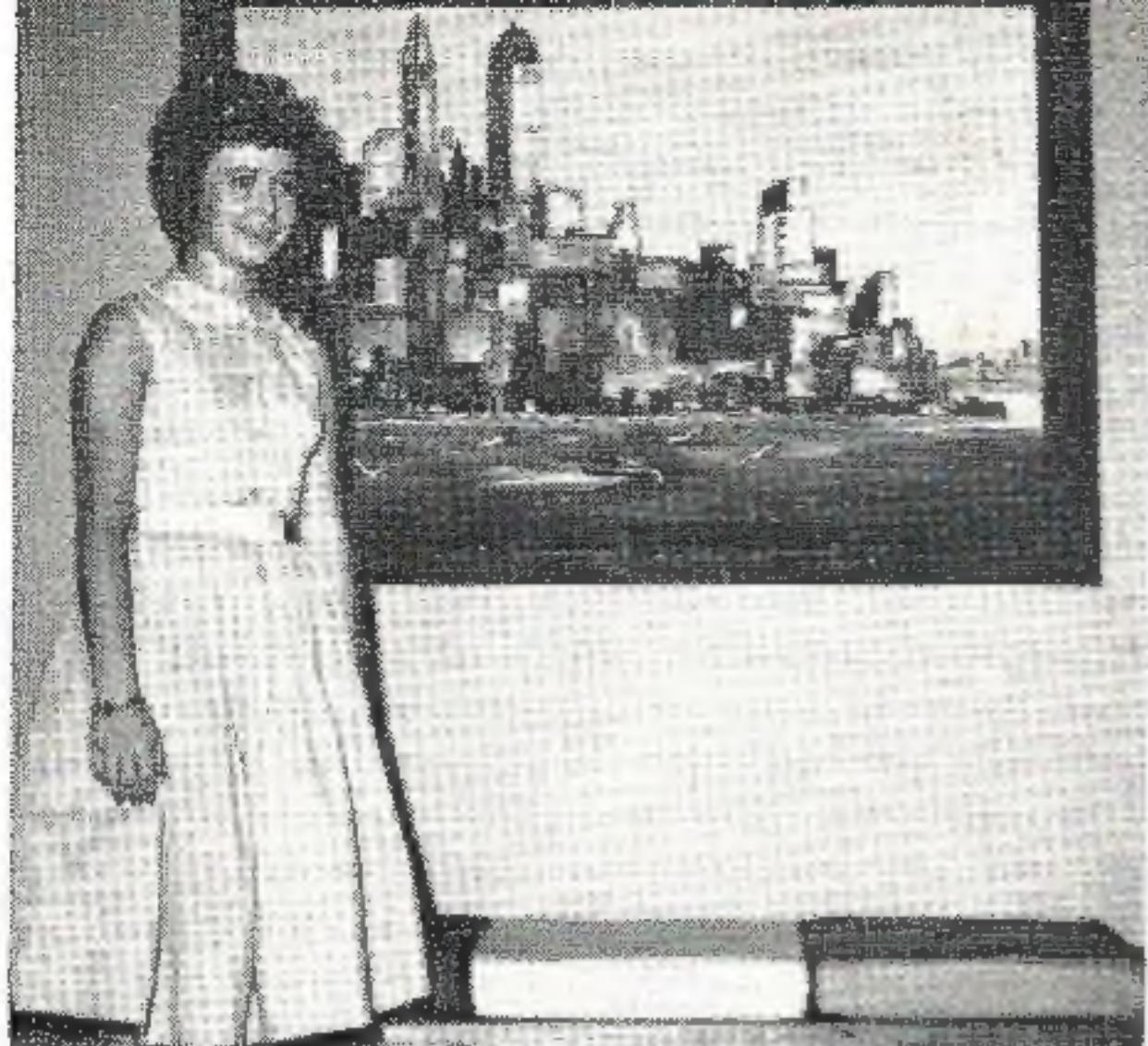
Mr. and Mrs. P. J. Guelfi, staff engineer in the Construction Budget Section, Beaumont, on the birth of their second grandchild, a girl, **Melissa Denham Miller**, on August 10. She is the daughter of **Lt. and Mrs. Don Miller**, Barksdale Air Force Base. Mrs. Miller is the former **Sarah Guelfi**, who worked in the Beaumont T&D Department. Lt. Miller starred on the gridiron for Tulane University and at Baton Rouge High School.

Mr. and Mrs. Ralph E. Massey, on the birth of their son, **Ralph Randall**, on September 9. Mr. Massey is employed in the Beaumont Substation Department.

Frances and Raymond Powers on the birth of a baby girl, **Laura Ann**, on August 27. Frances is a former employee in the Beaumont Billing Department.

Tommie and Bill Byrd on the adoption of two boys, "Scooter", age 3½, and "Bubba", age 2½. Mrs. Byrd is a former employee in the Beaumont Billing Department.

Mr. and Mrs. Lynell Strickland on the birth of their fourth child and fourth girl, **Mary Lynn**, September 14



ARTIST AND HER WORK. Martha Welsh, daughter of Virginia Welsh, Claims Department, Beaumont, poses with the picture of New York's skyline which she painted for Mary Darney, also of the Claims Department, Beaumont.



PLUMB TUCKERED OUT. Arthur Wayne, son of J. T. Williams, line foreman, Beaumont T&D Line Department, had a vacation so filled with hunting, traveling and camping that he just had to rest up before school started.



ON MY WAY. Janet Marie, nine months old daughter of Mr. and Mrs. Wayne Huff, crawls toward the photographer. Mr. Huff is employed in the Test Department at Louisiana Station. Mrs. Huff is the former Rita Gay LeBlanc, a former employee in Baton Rouge T&D.



A COUPLE OF FRIENDS. These two pals are Sheri Schroll and her dog, "Freckles". Sheri is the 18 month old granddaughter of Phil Allen, Lake Charles Credit Department. "Freckles" is Sheri's constant companion and guardian.



HAVING A BIG TIME. H. J. "Blackie" Bourque, Lake Charles Garage, is shown holding his four month old daughter, Judy Annette, who seems to be in a very happy mood.



HAPPY BIRTHDAY TO LISA. Lisa Kaye, the youngest daughter of Emile Matherne, Lake Charles Engineering Department, celebrated her first birthday on July 30 with one candle and one cake. Mrs. Matherne is seated on the left.



THE LEBLANC FOURSOME. These are the children of Paul J. LeBlanc, serviceman, Baton Rouge Electric Service Department. From the left they are: Gary, seven years, Paula Ann, five years, David, three years, and Steven, two years.



HI THERE MR. MAN. Mark is the seven month old son of Mr. and Mrs. Hestel Philmon. His mother, Merle, is a clerk in the General Accounting Department, Beaumont.

**GROWING with
Gulf Staters**

TRAFFIC SAFETY CONTEST WINNERS FOR AUGUST

Drive Safely So YOU Can Be Eligible To Win!

\$25



AUGUST FIRST PLACE WINNER. B. F. Sparks, serviceman first class, Conroe, at right, receives his check for \$25 from W. E. Dinkins, Conroe district superintendent, for the August safe driving award.

\$15



AUGUST SECOND PLACE. The second place safe driving award of \$15, went to Julius M. O'Quinn, right, engineer's helper, at Baton Rouge. It is presented to him by C. J. Bonura, party chief.

SAFETY SAYINGS



RESPONSE was good for last month's "Safety Sayings" contest, reported Frank Jones, Beaumont Safety Department. Winner of the first place prize of \$15 was Wilmer Ledbetter, garage mechanic first class, in Lake Charles. Ward McCurtain, Beaumont Statistical Department, won second prize of \$10 for his saying.

Be sure and enter your saying for this month's cartoon. Clip out the cartoon and write, in your own words, what you think the

accident victim should be saying (or thinking). Entry which, in the opinion of the judges, does the best job of selling safety and is most appropriate for the situation will win \$15. A second prize of \$10 will also be awarded. All regular employees, except those in the Personnel and Advertising Departments, are eligible to enter.

Send your entry for this month's cartoon, pictured at left, to Frank Jones, Safety Department, Beaumont. Deadline for this month is October 31.

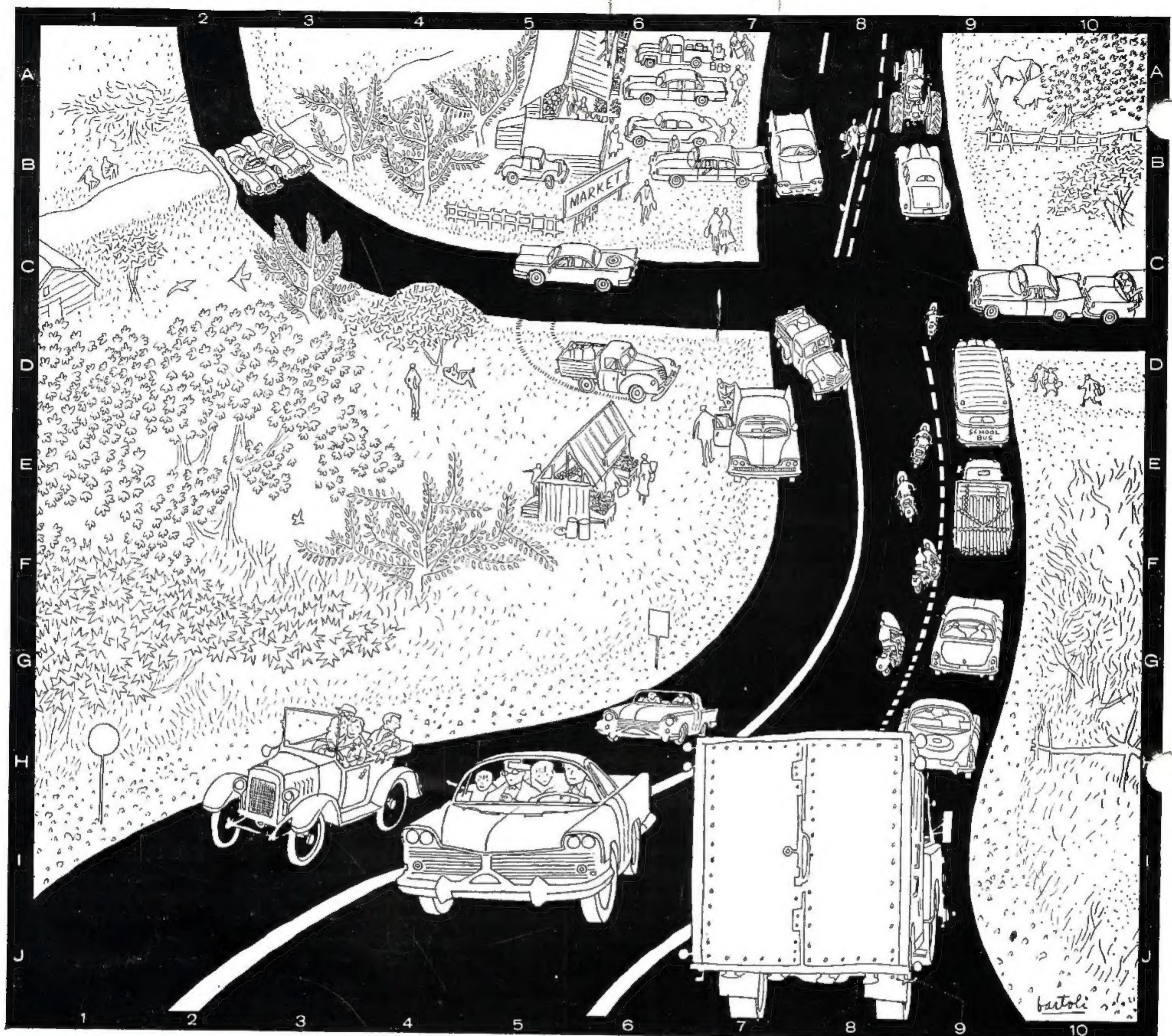


Wilmer Ledbetter submitted this entry: "One step away from Safety may be one step too many."

Ward McCurtain submitted this: "Don't just stand there looking, stupid". Call Frank Jones!"



Traffic Safety Quiz No. 1



Can you find 10 traffic hazards in this picture?

Look sharp! This quiz checks more than the acuteness of your vision. It also tests your judgment of what's right and wrong on the road. Look again—then rate yourself against the list. But keep in mind that perceiving a traffic hazard is not enough. A good driver is always prepared to take instant action to avoid trouble.

We urge you to be alert, drive carefully, know the rules—and obey them. Remember: about 75% of all accidents are caused by the driver—not the car.

(Each hazard is located by letter and by number. For example, 1-5 indicates the location of the car in the middle traffic lane in the lower center of the picture.)

- 1 Car passing on three-lane highway near crest of hill (1-5, lower center)
- 2 Girl in open car practically sitting in driver's lap (H3, lower left)
- 3 School bus stopping to pick up children (D9, right center)
- 4 Motorcycles weaving in traffic (E8, right center)
- 5 Red flag is missing on pipes in truck (F9, right center)
- 6 Car parked at roadside stand not completely off road (E7, center)
- 7 Stalled car being pushed into highway traffic (C9, upper right)
- 8 Man crossing road with packages (B8, upper right)
- 9 Driver thoughtlessly backing out into traffic (B7, upper center)
- 10 Two cars racing on side road (B3, upper left)

(These are major hazards; there are others. If you found more than ten, congratulations!)

Your Car Has Built-in Safety—YOU!

Prepared by the Shell Traffic Safety Center in consultation with Dr. Leon Brody, Research Director, Center for Safety Education, New York University, and in cooperation with the Automotive Safety Foundation.

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